

# Sears, Roebuck and Co.

SATISFACTION GUARANTEED OR YOUR MONEY BACK

*Spring and Summer 1942*  
CHICAGO



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on Page 13

Post  
Stere-Dor  
Tab Here

Buy by mail  
and save!

THE STORE FOR

Misses,

Juniors and

Women

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Good Quality \$1.98

Better Quality \$2.98

Best Quality \$3.98

## Many-purpose Sports Dress

A *Kerrybrooke*\* version with roomy action back

The famous button-front dress everybody loves . . . because it suits every age, every figure . . . looks so trim, feels so comfortable . . . stays in style season-in, season-out. Wear it for practically every event of a busy day . . . shop in it, picnic in it, call on your neighbor or dress up for supper in it. For golf or bowling, it's ideal . . . note action sleeves and full back—points every woman well.

comes for comfort and better wear. Button-front closing makes it easy to launder, easy to get into. Pleats add grace, give comfortable fullness. Sears offers this popular dress in three qualities . . . each tested for satisfactory washability . . . each in a complete size range from 12 to 20. Compare the value points . . . choose according to your needs and purse . . . Buy at Sears by mail and save.

Don't miss these rare values—use your credit. See inside back cover for Easy Terms. See page 19 for more sports clothes . . . styles for tennis, golf, other active sports



Good Quality \$1.98

Good washable Percale  
We believe that many  
others will ask \$2.49

Truly splendid budget version of this ever-popular dress. Percale is tested, washable two-color stripe looks so bright and cheery, see illustration left above; wears and washes well. Note smart bias flap pockets, red cuffs, generous use of pleats . . . details exceptional in a \$1.98 dress. Belt is good quality web elastic with smart leather-effect trim. Buttons are serviceable white composition.

Colors: White with Open Blue-and-Navy Stripe, Navy Belt; or White with Marine-and-Brown Stripe, Brown Belt. Sizes: 12, 14, 16, 18, 20. Be sure to state size and color.

7L2928-Shpg. wt., 1 lb., 1 oz. \$1.98

Buy by Mail and Save . . . It's easy to order from Sears

—Check your size . . . see size measurements, page 988; it's easy to get correct fit because Sears measurements are the same as best standards used everywhere in America. We guarantee correct fit and complete satisfaction or your money back.

Better Quality \$2.98

Better washfast Percale  
We believe that many  
others will ask \$3.49

A lustrous, luxurious quality . . . printed with clean-cut candy stripes, now so fashionable, see illustration, center above. Same smart *Kerrybrooke* styling as our best sports dress . . . done in fine Percale, it looks dressier than our \$1.98 quality . . . has these more-for-your-money details: belt with leather-effect trim is stronger, better-quality web elastic, buttons are white composition in a finer quality, prettier design.

Colors: Red-and-White Stripes, Red Belt; or Open Blue-and-White Stripes, Deep Open Belt. Sizes: 12, 14, 16, 18, 20. State size and color.

7NL2929-Shpg. wt., 1 lb., 1 oz. \$2.98

—Garments on these two pages marked \* are shipped from Kansas City or New York, whichever is nearer you. Others are shipped from your nearest Mail Order House. Order all garments from nearest Sears Mail Order House and pay postage from there.

Kerrybrooke  
SPORTS DRESS

\*Kerrybrooke is Sears trade name  
for Casual Clothes . . . styled to the  
minute; you can wear them for years

Best  
Quality

\$398

Fine candy-stripe cotton Seersucker

We believe that many  
others will ask \$4.89

We chose Seersucker for our best Kerrybrooke sports dress because Seersucker is top fashion . . . because it is so cool and comfortable to wear, washes easily and needs only a bit of pressing. The quality is fine-textured and soft . . . with a dress-up look. The clean-cut candy stripes, illustrated on opposite page, top right, are smart and figure flattering. Colors are tested washfast; crinkle is permanent. Other top-notch details add to the superior quality. Buttons are gleaming fresh-water pearl. Belt is our better-grade web elastic with smart *real leather* trim. Workmanship is our best; sewing is neat and strong, inside seams pinked. Generous side seams, 2-inch hem. Colors: Red-and-White, Blue-and-White or Maize-and-White Stripes; Harmonizing Plain-color Belt.

Sizes: 12, 14, 16, 18, 20. State size and color. Shipping weight, 1 pound 1 ounce.

• 7 NL 2930. .... \$3.98

It pays to buy the best . . . use Sears Easy Terms

Best quality is always the better investment. Best quality *lasts*, but more than that, best quality looks *right longer*. Washed properly, given good care . . . this Seersucker Dress can be your stand-by for a second, perhaps a third summer. Use Sears Easy Terms . . . order undies, stockings, accessories you'll need . . . budget your payments over the months ahead. See inside back cover.





Good Quality \$1.98



Better Quality \$2.98



Best Quality \$3.98

## The easy-to-wear Dirndl Dress

**A beautifully styled Kerrybrooke® version in charming prints**

The fashion that has won all hearts. Everybody adores it, everybody wears it, everybody wants not one dirndl but a whole wardrobe of them. For the dirndl is the all-time charmer. Its fitted bodice shows off a lovely figure. Its full-gathered skirt makes a waistline look tinier . . . flatters too-thin hips, hides those not so thin. A dirndl is a dress you can really wear without a girdle . . . the coolest, most winsome and wearable of summer fashions.

Sears offer this important dress in 3 qualities . . . each in a specially selected, tested washable Cotton Print; Sizes 12 to 18. Finest quality is the glazed chintz print, biggest cotton success of the season, sensational value at Sears price. You'll find a dirndl right for so many occasions . . . morning, noon and night . . . you can probably use all three of these charming dresses which prove how successfully you can "Buy by mail and save."

Don't miss these rare values . . . Easy Terms available, see inside back cover  
Other Dirndl Dresses on page 13; Dirndl Shirts and Blouses on page 12



Good  
Quality

\$198

**Selected polka dot Percale**  
We believe that many  
others will ask \$2.45

Prettier than most polka dots you'll see . . . the dots are just the right size to look cool and daisy-fresh, the colors your favorite soft blue or merry red, see illustration, left above. Percale is our serviceable good quality, laboratory tested for washability. Value features of this dirndl dress are the full gathered skirt, the well-cut bodice darted for good fit, the puff sleeves gathered prettily at shoulder and finished with neat band cuffs. Side closing with smart white composition buttons is new and different. Becoming round neck is finished with a fresh white piping. Inside seams are neatly pinked.

Colors: Copen Blue or Red with White Dots.  
Sizes: 12, 14, 16, 18 only. State size and color.  
7 L 2925—Shpg. wt., 1 lb. 1 oz. . . . . \$1.98

Note: full  
skirt



Better  
Quality

\$298

**Apple print in better Percale**  
We believe that many  
others will ask \$3.49

Truly charming print . . . extraordinary in a \$2.98 dress! Designed specially for Sears . . . available only at Sears in mail-order. Makes the merriest, sweetest dirndl imaginable. Illustration, center above, shows you the print in close-up . . . gay little apples and dancing leaves on a cool white ground. Laundry spic-and-span . . . it's tested washable. The style is our excellent basic dirndl cut . . . with wide skirt, fitted bodice, puff sleeves with band cuffs. The buttons at side closing are freshwater pearl, another better quality detail. Inside seams are neatly pinked.

Colors: Apple-and-Leaf-Print in Red-and-Blue or Red-and-Green, both on White Ground.  
Sizes: 12, 14, 16, 18 only. State size and color.  
7 L 2926—Shpg. wt., 1 lb. 1 oz. . . . . \$2.98

Note: new  
side button  
closing

Save time . . . save money . . . it's easy to order by mail from Sears

Check Your Size . . . see measurements on Page 698. Sears measurements for fit are now the same as the best standards everywhere in America. Order by mail, phone or through Sears helpful order offices.

Caravans marked \* on these 2 pages shipped from New York or Kansas City, whichever is nearer. Others shipped from your nearest Mail Order House. Order from nearest Mail Order House; pay postage from there.



\*Kerrybrooke is Sears trade name for  
Casual Clothes . . . styled to the min-  
ute; you can wear them for years

Best  
Quality

\$3.98

**Clover print on glazed Chintz**

We believe that many  
others will ask \$4.89

Our top-grade dirndl dress is not only a style scoop . . . it's a sensational value scoop for Sears. Glazed Chintz is a first fashion in cottons, and chintz in this fine quality . . . in a print so beautiful, see illustration opposite page, top right, is remarkable at \$3.98. Design is exclusive with Sears in mail-order . . . you'll have a really different dress. Beautifully made with luxuriously wide skirt, full gathered into a young nipped waistline. Slim bodice, puff sleeves with band cuffs, side closing with freshwater pearl buttons. Deep hem. All inside seams neatly pinked. You'll wear this dirndl dress where you wouldn't usually wear a cotton, it's that dressy. Tested washable.

Colors: Clover Print on Light Mauve, Peach, or  
White Ground. Sizes: 12, 14, 16, 18, only. Be sure  
to state size and color.

\*7 NL 2927—Shipping weight, 1 lb. 1 oz., \$3.98

**Best quality is thriftest**

Best quality means fabrics that wear, style that  
lasts, workmanship that stands up. *Sears Easy  
Terms* offer a convenient pay-by-the-month way  
of buying the best. See inside back cover.



Back view  
of  
Chintz  
Dress



Jacket

Jacket

Slacks

Slacks

Good Quality \$1.98

Better Quality \$3.98

Best Quality \$5.98

## The long-jacket Slack Suit

**A well-tailored Kerrybrooke\* version—the jacket with set-in belt**

Most important of the new slack suit fashions . . . designed first for best-dressed movie stars. Sports-loving California adopted it; now all America wants it. The trim long jacket does for your slacks what it does for your dresses . . . adds a world of style, slenderizes magically, conceals awkward lines, flatters your figure. You'll look smarter, younger, better groomed . . . you'll feel definitely better dressed, indoors or out, in a jacket slack suit.

Sears bring you this leading fashion in the style best-liked: the jacket with set-in belt, popular because it goes on easily, looks neat as a pin, fits with free and easy comfort. Slacks in our own famous-for-fit cut hang superbly . . . complete the spic-and-span tailored look. Choose this splendid suit from 3 qualities . . . each in a complete size range from 12 to 20. Each an outstanding value that proves how you can "Buy by mail and save."

Don't miss these rare values. Easy Terms available, see inside back cover.  
For complete line of Slacks and Slack Suits, see pages 14, 15, 16 and 17



**Good Quality \$1.98**  
2-piece

**Denim in stripes and plain  
We believe that many  
others will ask \$2.45**

Your favorite long-wearing Denim in a sparkling new color combination . . . gay Mexican stripes with soft surf blue. See illustration, left above. Makes a serviceable Slack Suit with loads of style. Trim long-length jacket is our featured, fashion-right cut with set-in belt, flap pocket trim at waist, top hanky pocket. Slacks are trimly tailored with button closing, wide 2-button waistband, mannish hip pocket at back. Crotch seams double-stitched. Wear slacks or jacket separately, too. Color: Surf Blue Slacks; Multi-color "Mexican" Striped Jacket.  
Sizes: 12, 14, 16, 18, 20. State size.  
7L 2931—Shpg. wt., 1 lb. 5 oz., \$1.98



**Better Quality \$3.98**  
2-piece

**Fine fabric in hit colors  
We believe that many  
others will ask \$4.89**

The season's pet color scheme . . . navy slacks topped by a jacket in bold, brave red to set off your tan. See illustration, center above. Fabric is a fashion favorite, too . . . a nubby linen-like texture—75% fine Cotton, 25% Spun Rayon—specially processed to stay in press longer. Jacket has fine matching buttons, pocket flaps at hips, real hanky pocket. Slacks with soft front pleats, 2-button waistband and side button placket, may be worn with shirts, too. Jacket is perfect with dresses or skirts. Wash by hand separately; Sears recommend Lux. Color: Jacket in Red; Slacks in Navy Blue. Sizes: 12, 14, 16, 18, 20. State size.  
♦7NL 2932—Shpg. wt., 1 lb. 8 oz., \$3.98

**Save time . . . Save money . . . It's easy to order by mail from Sears**

—Check your size . . . see size measurements, Page 998. Because our measurements for fit are now the same as the best standards everywhere, it's easy to get correct fit by mail, 'phone or through Sears Order Offices.

—Garments marked ♦ are shipped from New York or Kansas City, whichever is nearer you. Others are shipped from your nearest Mail Order House. Order from your nearest Mail Order House and pay postage from there.



\*Kerrybrooke is Sears trade name for Casual Clothes . . . styled to the minute; you can wear them for years

Best  
Quality

\$598  
2-piece

Selected fine Rayon Faille  
We believe that many  
others will ask \$6.98

Woven by one of America's leading mills . . . used in much costlier slack suits because the quality is so fine and serviceable, the colors and weave so fashion-right. See illustration, opposite page, top right. Specially finished, too, to stay in press longer . . . keeps the slick trouser crease you want. Entire suit is superbly tailored. Long-length jacket with set-in belt has top-stitched finish. Hanky pocket and flap pocket trim at hips add girl-in-uniform swank. Slacks have stitched-down pleats at front, zip placket. Fine buttons, covered shoulder pads, pinked inside seams are quality details. Dry cleaning recommended.

Colors: Copen Blue, Luggage Brown 212 or Navy.  
Sizes: 12, 14, 16, 18, 20. State size, color.  
• 7 NL 2933—Swp. wt., 1 lb. 6 oz. . . . . \$5.98

Best Quality . . . the better investment

Today more women are buying the best because the best gives long-term service. Sears Easy Payment Plan permits a month-by-month budget that makes larger expenditures easier. See inside back cover.



View showing  
well-cut back

Playsuit

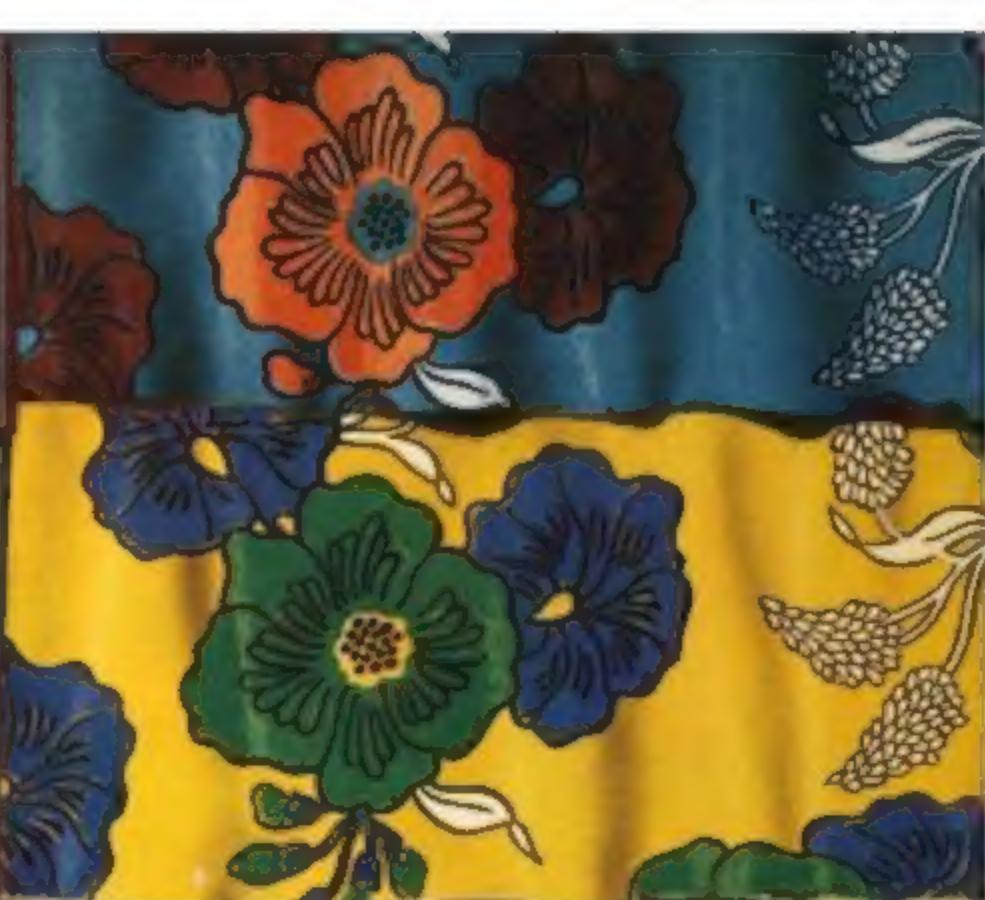


Skirt

Good Quality \$2.98



Better Quality \$3.98



Best Quality \$4.98

## The all-purpose 2-piece Playsuit

A Kerrybrooke\* version with separate button-front dirndl skirt

One of the most practical summer fashions ever designed because you can put on the separate skirt over the one-piece playsuit and look well-dressed almost anywhere. Take off the skirt and you're ready for action, whether for sports or house work or just having fun-in-the-sun. What's more, you can use this separate skirt with other blouses . . . toss it over the playsuit as a cape . . . many ways to wear it, all wonderful.

Sears bring you this basic playsuit in favorite fashions: the border print, candy stripes and the brilliantly colorful tropical print that's one of the important California styles you'll see featured for summer 1942. Skirt is the dirndl you like so well . . . easy on, easy to iron button-front style. Playsuit is the preferred 1-pc. tailored classic. Choose from 3 qualities, 3 fabrics, 3 prices . . . Sizes 12 to 20. "Buy by mail and save."

Don't miss these rare values—Use your credit. Easy Terms available, see inside back cover  
For complete line of Playsuits and Playclothes, see pages 10, 11, 16 and 17



Good  
Quality

\$298  
2-piece

Tested washable Percale  
We believe that many  
others will ask \$3.49

Bright as the first day of summer . . . our good quality playsuit in a charming combination of print-and-plain Percale. Skirt in gay floral print with smart border pattern, see illustration left above, is cut full; belt has ties that form soft bow at front. Makes a perfect separate to wear with summer blouses. Playsuit has collar and cuff trims in matching print, set-in belt, well-cut shorts with front pleats. Buttons throughout are fresh-water pearl. Inside seams are neatly pinked.

Color: Open Blue Playsuit; Skirt in colorful border Print. Sizes: 12, 14, 16, 18, 20. State size.

7 L 2934—Shpg. wt., 1 lb. 3 oz. . . . \$2.98

Looks like a  
dress when shirt  
is buttoned



Better  
Quality

\$398  
2-piece

Tubfast cotton Seersucker  
We believe that many  
others will ask \$4.89

Cool, crinkly Seersucker is more than ever in fashion . . . ideal for playsuits because it washes so easily, needs no ironing. The quality we've used is soft and fine with the candy stripe print you'll find in better Seersucker dresses (see illustration center above). One-piece playsuit is especially well tailored. Shirt has cool open collar, Shirred yoke back, covered shoulder pads. Shorts with front pleats. Button-front dirndl skirt with wide waistband makes a trim summer separate. Wear it capewise when the breezes blow chilly. Colors: Blue, Red or Maize Stripes on White Ground. Sizes: 12, 14, 16, 18, 20. State size, color.

7 NL 2935—Shpg. wt., 1 lb. 2 oz. . . . \$3.98

Wear  
as  
cape, too!

Save time . . . save money . . . It's easy to order by mail from Sears

—Check your size . . . see measurements on Page 998. Sears measurements for fit are now the same as the best standards everywhere in America. Order by mail, phone or through Sears helpful Order Offices.

—Garments marked ♦ are shipped from New York or Kansas City, whichever is nearer you. Others are shipped from your nearest Mail Order House. Order from nearest Mail Order House and pay postage from there.

Kerrybrooke  
PLAYSUIT

\*Kerrybrooke is Sears trade name for  
Casual Clothes . . . styled to the min-  
ute; you can wear them for years

Best  
Quality

\$4 98  
2-piece

Prize print on fine Rayon Crepe  
We believe that many  
others will ask \$5.98

A dress-up playsuit that is luxury itself . . .  
from the summer-cool fabric to the gorgeous  
tropical print. A style inspired by those famous  
California fashions you've seen in the movies,  
read about in fashion magazines. It's a suit to  
give you many-way service. Full-gathered  
button-front dirndl skirt with soft ties at waist  
front makes a perfect separate. Worn over play-  
suit as illustrated, the effect is that of a charming  
dress. One-piece playsuit is a perfect classic with  
shirred back yoke, set-in belt, front-pleat shorts.  
Both playsuit and skirt are finely made. Print  
is hand washable; Sears recommend Lux.

Colors: Tropical Print on Aqua Blue or Maize  
Ground. Sizes: 12, 14, 16, 18, 20. State size, color.  
♦7 NL 2936—Shpg. wt., 1 lb. 1 oz. .... \$4.98

Buy the best . . . use Easy Terms

A fine playsuit like this pays for itself twice  
over in long-term satisfaction. Sears Easy Pay-  
ment Plan permits convenient month-by-month  
budget payments. See inside back cover.





## Pick of the Playsuit Fashions Fine quality 2-piece outfits

Beautifully styled and well-made... Skirts on, they look like smart dresses... Skirts off, you're ready for sun and fun. Sizes 12 to 20

### Ⓐ Dress and Playsuit

**\$3.98**  
2-pcs.

California-inspired Cotton Print in brilliant Hibiscus flower design. The button-front dress, with yoke-back and swirl skirt, may be worn by itself. Fairly made halter playsuit has 2 inverted pleats at front, double "bra" top. Washable. Colors: Red and Green Print on White Ground. Sizes: 12, 14, 16, 18, 20. State size. Shipping weight, set, 1 pound 5 ounces. #7 NL 2937—2 pieces. \$3.98

### Ⓑ Skirt and Playsuit

**\$2.98**  
2-pcs.

Swingy dirndl skirt over well-made playsuit with new, square neck. Double value... wear skirt with blouses, too. Charming Percale print with lavish cyclot cotton Batiste embroidery trim. Dainty buttons. Tested washable. Colors: Dainty Print on Main or Blue. Sizes: 12, 14, 16, 18. State size, color. Shpg. wt., set, 1 lb. 1 oz. #7 NL 2939—2 pieces. \$2.98

### Ⓒ Chambray Outfit

**\$2.29**  
2-pcs.

Washable, durable, well-tailored... a first-rate bargain. Button-front 4-gore skirt in serviceable woven stripes; makes a perfect separate to wear with blouses. Well-made classic 1-piece playsuit has trim set-in belt, front-pleat shorts. Colors: Surf Blue. Sizes: 12, 14, 16, 18, 20. State size. Shpg. wt., set, 1 lb. 2 oz. #7 NL 2940—2 pieces. \$2.29

D

**\$3.98**  
2-pcs.

### Ⓓ Dirndl Skirt and Playsuit in Rayon Crepe

Dressy play twosome in fine quality and the loveliest taste you could ask. Full-gathered, button-front dirndl skirt is a beauty by itself; makes this outfit double as a go-everywhere dress. Classic playsuit has yoke-back shirt, front-pleat shorts, trim set-in belt. Wash by hand in safe, gentle Lux. Colors: White Print on Copen Blue or Rose-Red. Sizes: 12, 14, 16, 18, 20. Shpg. wt., set, 1 lb. 2 oz. #7 NL 2938—State size, color. Shpg. wt., 1 lb. 2 pieces. \$3.98



Buy the  
shirt to  
wear with  
PlaySuit

Kerrybrooks  
PLAY CLOTHES

## California styling in the Season's most famous print

Hawaiian-inspired design on luxurious Rayon Crepe . . . superbly styled and finely made . . . Sizes 12 to 18

### Bra-Top Playsuit

### **Shirt and Dirndl Skirt**

Both sold  
separately **\$3.39**  
LNU

⑧ Softly Tailored Shirt **W. Long**  
LNU

⑨ Swirling Diamond Shirt **W. Long**  
LNU

⑩ Colors **W. Long** LNU

⑪ Sizes **W. Long** LNU

⑫ COLOR **W. Long** LNU

⑬ **\$7 NL 2919M - Shirt** **\$3.39**  
⑭ **\$7 NL 2920M - Shirt** **\$3.39**

### Sears easy ordering

Check your size with figure 109.

## • **TERM DRAFTING** •

— Government on these 2 pages, marked **\***  
Bhupinder Singh

31

## John - 1 John 1:1-2:2

Scans from: <https://christmas-music.com>

4-pc. Set \$10.00  
Complete

Sew on complete 4-pc. set. Shirt  
Eirt and 2-pc. Mayasit. Colors a  
Size size. color  
S M L  
# ZNE2924M 1.50 0.00  
2 3 4 5 6 7 8 9 10  
technical com





④ Bright with color ⑤ Tie-around Dirndl ⑥ Fiesta Dirndl

\$1.98

Dirndl in calico print on fine Percale... excellent value, at our thrifty price. Cut full for plenty of swing. Trim two-button waistband to nip your waist. Bands in merry colors for gay accent. Washable. Colors: Yellow or Blue Ground, with Colorful Floral Print. Sizes: 10, 12, 14, 16, 18. State size, color. Shipping weight, 13 oz. 7L3202—Each....\$1.98

\$1.98

Clean-cut stripes on fine Cotton Pique... launders beautifully. Ties any way you like... front, back or at side, with splashy bow. Wide lap-over, deep hem. Colors: Red-and-White Stripe or Blue-and-White Stripe. Sizes: Small (fits 23 to 25 in. waist); Med. (26 to 28 in. waist); Large (29 to 30 in. waist). State size, color. Shipping weight, 15 ounces. 7L3201—Each....\$1.98

\$1.98

Whirls with a wide sweep like a rhumba dancer's skirt. Twin print ruffles, the under one in gay color. Slim, wide waistband; tie-tight sash. Fine calico-patterned Percale. Washable. Colors: Gay Print on Red or Blue Ground, both with Yellow Print under-ruffle. Sizes: 10, 12, 14, 16, 18. State size and color. Shipping weight, 15 ounces. 7L3203—Each....\$1.98

Buy by mail and save... everything available on Sears  
Easy Payment Plan... see inside back cover for details

## Gay Dirndl Skirts in fine prints and the right Blouses to wear with them

Newest favorites... All washable... Sizes from 10 to 20

⑦ Skirt in tropical print sunny California fashion

Summer cool and softly colorful... a print of real distinction. Makes a dress-up dirndl nice enough to dance or dine in. Cut luxuriously full, made with deep hem. Two-button waistband for neat, nipped look. In better Percale, tested washfast. Colors: Bright Red or Bright Blue, with Contrasting Print. Sizes: 10, 12, 14, 16, 18. State size, color. 7L3205—Shipping weight, 12 ounces....\$1.98

\$1.98

⑧ Suspender Dirndl Skirt in lovely rosebud print

Sweet as Grandma's courting days... wide-skirted, tiny-waisted dirndl with eyelet embroidery frilled hem, 2 rows of ric-rac. Trim two-button waistband. Good quality Percale in an adorable rosebud print that washes beautifully. Fine fashion value! Colors: Copen Blue or Yellow Grounds, Rose-and-White Print. Sizes: 10, 12, 14, 16, 18. State size, color. 7L3204—Shipping weight, 12 ounces....\$1.98

\$1.98

⑨ Dirndl Blouse with low square-cut neck so popular

Sears version is a splendid value... crisp finished, fine Cotton Batiste with eyelet embroidery trim in unusually nice quality. Full cut, well made with fine stitching, pinched inside seams, ample tuck in. Color: White only. Sizes: 12, 14, 16, 18, 20; see How to Measure on Page 998. State size. 7L3008—Shipping weight, 4 ounces....\$1.00

\$1.00

⑩ Button-front Dirndl Blouse with little-girl round neck

Beautifully made in our dainty, crisp-finish fine Cotton Batiste. Eyelet embroidery is fine quality, rare at this price. Deep front facing; yoke at back and front. Perfect with skirt shown... any skirt. Color: White only. Sizes: 10, 12, 14, 16, 18; see How to Measure, Page 998. State size. 7L3011—Shipping weight, 4 ounces....\$1.00

\$1.00

Buy by Mail and Save... It's easy to order from Sears

All garments on these 2 pages are stocked in your nearest Sears Mail Order House so we can serve promptly. This means that most shipments will arrive in a few days. Order and pay postage from your nearest Sears Mail Order House.

—Check your size... see size measurements, Page 998. Measurements for fit used in our skirts, blouses and dresses are same as best standards used in America. It's easy to get correct fit at Sears by mail, phone or through our helpful order offices.



## Mother and Daughter Dirndl Dresses Charming for big or little sisters too

A winsome fashion more popular than ever

### ④ Percale in Gay Candy Stripes

**\$3.98**   **\$3.39**   **\$2.49**

Mother's  
Size

Growing Girls'  
Sizes

Little Girls'  
Sizes

Whit-skirt dirndl dress over separate comper panties. Bodice has *Maisel's "Laster"* yarn shirring, guaranteed to stay shirred. Fits snugly...stretches. Washable Percale. Colors: Red or Copper Blue, with White Stripes. State color 7 L 2922. Mothers' Sizes: Small fits sizes 10 to 12. Medium fits sizes 4 to 16. Large fits sizes 18 to 20. State size 5b, shipping weight 1 pound 2 ounces \$3.98

77 L 7588—Growing Girls' Sizes: Small fits 7 to 8. Medium (fits 10 to 12). Large (fits 14 to 16). State size. Shipping weight, 1 pound 2 ounces \$3.39

38 L 5704—Little Girls' Sizes: Small fits 1 to 2. Medium (fits 3 to 4). Large (fits 5 to 6). State size. Shipping weight, 7 ounces \$2.49

### ④ Fine Cotton Pique

**\$2.98**   **\$2.29**   **\$1.89**

Mother's  
Size

Growing Girls'  
Sizes

Little Girls'  
Sizes

Cool, crisp and snowy white...with ric-rac in contrasting color. Perfect for mother...for big or little daughters. True dirndl style with beautifully ruffled bodice, full skirt. Closes down back with ocean pearl buttons. Two-inch hem. Picked seams. Washfast. Colors: White with Red ric-rac; or White with Blue ric-rac. Be sure to state color and size.

7 L 2901—Mothers' Sizes: 12, 14, 16, 18. Shipping weight, 1 pound 3 ounces \$2.98

77 L 7590—Growing Girls' Sizes: 7, 8, 10, 12, 14, 16. Shipping weight, 14 ounces \$2.29

38 L 5702—Little Girls' Sizes: 3, 4, 5, 6, 6½. Shipping weight, 7 ounces \$1.89

### ④ Our Front Cover Dirndl Dress . . .

Mother's  
Size

**\$2.98**   **\$2.29**   **\$1.89**

7 L 2900—Mothers' Sizes: 12, 14, 16, 18. Shipping weight, 1 pound 1 ounce \$2.98

77 L 7594—Growing Girls' Sizes: 7, 8, 10, 12, 14, 16. Shipping weight, 14 ounces \$2.29

38 L 5700—Little Girls' Sizes: 3, 4, 5, 6, 6½. Shipping weight, 7 ounces \$1.89



Kerrybrooke  
RAY CLOTHES

## Topnotcher Slack Suits Smart California Styles

Choose slacks and gay separates, too, from these pages

### ① Fine Rayon Gabardine

**\$3.98**  
Set

Color	Size	Price
Skirt - e and color	14	\$3.98
• 7N-4942	14	\$3.98

**\$2.98**  
Set

### ② Woven Stripe Seersucker

The garment is made of woven stripe seersucker.

Color  
Size  
Price  
7-2941

### ③ Slacks, Woskit and Shirt

**\$3.98**  
Slacks      **\$2.29**  
Woskit      **\$1.69**  
Shirt

Size	Color	Size	Color	Size	Color
• 7N-2044	Corduroy Slacks Colors	14	14	14	\$1.98
• 7N-2943	Corduroy Woskit Colors	14	14	14	\$2.29
• 7N-3074	Sports Shirt	14	14	14	

Color  
Size  
Slacks  
Woskit  
Shirt

Buy by mail and save  
Garments marked  are



**Quality fabrics finely tailored  
Cut for good fit.. sizes 12 to 20**

Buy the best.. Easy Terms available, see inside back cover

**© Spun Rayon Gabardine**

3-Piece outfit **\$5.98**  
Complete

To ready-to-wear jacket with belt  
Colors: Flag Red, Blue, Navy, Tan  
Wool Sp. 70% Rayon 30% Sizes  
12, 14, 16, 18, 20 State size and color  
Weight 1 lb. 5 oz.  
♦ 7 NL 2945 \$5.98

**© New Linen-like Shantoy**

Jacket or Stock **\$2.98**  
each

The jacket is tailored with  
sleeves and belt. The  
stocks have a belt and  
are made of soft, light fabric.  
Colors: Flag Red, Bl. N. T. W.  
7 L 2947 ~ Size weight 14 oz. \$2.98  
Mannish Zippered Stock, Cuff Bottoms  
Colors: Medium Bl. N. T.  
7 L 2948 \$2.98

**Sears easy ordering**  
Check Your Size  
Order by Mail  
Buy on Credit  
Easy Terms Available  
Order by Mail  
Buy on Credit

**© De Luxe Sailor Fashion**

**\$4.98**  
Set

B... tailored slack suit with belt  
In a new sailor style  
Colors: Flag Red, Blue, Tan  
Wool Sp. 70% Rayon 30% Sizes  
12, 14, 16, 18, 20 State size and color  
Weight 1 lb. 5 oz.  
♦ 7 NL 2946 \$4.98



Play Shoes on these two pages are  
described on pages 136, 137 and 138



## Surf Blue Denim Play Togs Sanforized for lasting fit

Especially well cut and well tailored... rayon braid trimmed  
Strong seams and neat inside finish... Sizes from 12 to 18

### ② Jacket and Culotte

\$1.98  
each

Well-tailored jacket in double-breasted effect. Two handy big pockets. Inside seams pinked. Length, about 23 inches. Culotte (divided skirt) Cut to look like a sports skirt; gives trouser freedom as you move. Flap pocket at waist. Popular for bicycling, bowling, all sports. Both in our sturdy Sanforized Shrunken Denim. Maximum fabric shrinkage 1%. Color: Surf Blue. Sizes: 12, 14, 16, 18 only. Be sure to state size.  
712904—Jacket, shpg. wt., 15 oz., \$1.98  
712906—Culotte (divided skirt) shpg. wt., 1 lb. 2 oz. .... \$1.98

### ③ Popular new Shortall

\$1.98

Cross between an overall and shorts so smart and young looking, it's first love with the young crowd everywhere. Sears version has all the right details: cuff bottoms, well fitted, b-cut top so you can wear it without a shirt. Real pocket, rayon braid-trimmed flap. Shrunken Denim; won't shrink over 1%. Strongly made, well finished. Attractive Knit Cotton Shirt shown is described on our Active Sportswear Page 19. Color: Surf Blue. Sizes: 12, 14, 16, 18 only. Be sure to state size.  
712907—Shpg. wt., 15 oz. .... \$1.98

### ④ Overall \$1.98

Overall especially cut for girls. High cut top darted snugly so you can wear it without shirt, too. Nicely detailed smart flap pocket has spic and span rayon braid trim. Sanforized Shrunken Denim, won't shrink more than 1%. Strongly made throughout, neat inside finish. Color: Surf Blue. Sizes: 12, 14, 16, 18 only.  
712903—State size. Shpg. wt., 1 lb. 4 oz. .... \$1.98  
Chintz-print Sports Shirt. Cut long in sunny yellow for gay contrast. Percale. Nicely made. Colors: Yellow or Copen. 1 lb. 2 oz. Shpg. wt., 1 lb. 2 oz. .... \$1.39  
713067—Sizes: 12, 14, 16, 18, 20. State size. Shpg. wt., 1 lb. 4 oz. .... \$1.39

### ⑤ Sports Shirt \$1.39

### ⑥ Trim Slacks \$1.98

Cut for lasting good fit. Sanforized Denim won't shrink more than 1%. Smart cut for trim fit and good hang. Flap pocket, rayon braid-trimmed. Well tailored button placket, 2-button belt band. Fratch seams at crotch. Inside seams pinked. (Shirt is described on Pg. 19.) Color: Surf Blue. Sizes: 12, 14, 16, 18 only. State size.  
712905—Shpg. wt., 1 lb. 2 oz. .... \$1.98

### ⑦ Handy Halter 59¢ each

Snug V front. Two-button back closing cross over straps. Neat inside finish. Sizes: Small (fits 32 inch bust). Medium (34 to 36 inch bust). Large (38 to 40 inch bust). State size. Shipping weight each 5 ounces.  
712970—Sanforized Denim (maximum shrinkage 1%). Color: Surf Blue. 59¢  
712971—Denim (not Sanforized). Color: Multi-color Mexican Stripes. .... 59¢



## Early American woven checks New playclothes favorites

Rugged homespun-like cotton... copied from America's old-time frontier checks... Smart, new, different! Sizes 12 to 20

### ① Shirt and Shorts

**\$1.79**  
Shirt      **\$1.79**  
Shorts

Newest Classic Shirt. Cut long like a man's... not at sides so it won't look smart when outside too. Take back real cuffs. Fine buttons.

New long Boy Shorts. Everybody likes them for their trim, young look. Except really we made with a plus, plus two side seam pockets. Turn up bottoms to make shorts. Color: Blue-and-White Check. Cotton. Sizes: 12, 14, 16, 18, 20. State size. 7L2912—Shpg. wt., 1 lb. 1 oz. \$2.98

### ② Jacket and Skirt

**\$2.98**  
Jacket      **\$1.79**  
Skirt

Classic jacket tailored spec and span. Lined shoulders, man's shoulder seams. Full button length, about 23 inches. Color: Blue-and-White Check. Cotton. Sizes: 12, 14, 16, 18, 20. State size. 7L2912—Shpg. wt., 1 lb. 1 oz. \$2.98

Well-cut 6-gore Skirt with zip placket, plus pocket at side front. Neat tailored hem, pinked seams. State size. Skirt shown is described on Page 22.

Color: Blue-and-White Check. Cotton. Sizes: 12, 14, 16, 18, 20. To Fit Waist, 24, 26, 28, 30, 32 in. 7L2913—Shpg. wt., 14 oz. \$1.79

### ③ Slacks and Shirt

**\$1.98**  
Slacks      **89c**  
Shirt

Manshly tailored slacks with off-bottoms, two side seam pockets. Trim zip placket. Color: Blue and White Check. Cotton. Sizes: 12, 14, 16, 18, 20. Shpg. wt., 1 lb. 3 oz. 7L2915—State size. \$1.98

Man-tailored Sports Shirt with six button convertible neck, pleated across back. Double stitched seams throughout. Washfast Cotton Slub Broadcloth. Colors: White or Open Blue. Sizes: 12, 14, 16, 18, 20, 22. State size and color. 7L3065—Shpg. wt., 7 oz. 89c



### ④ Work or Play Overall

**\$1.98**

Ideal for gardening, for doing housework comfortably for back yard sunning. Will stand hard service too. The cotton fabric is so sturdy. Checks have real as a pin look style. Tailored for comfort. High-cut and well-tailored front and back may be worn without a shirt. Removable pocket, easy-on button back closing. Strong overlocked side seams. Aka Cuban Shirt shown is described on our three Sports Wear Page 19. Color: Blue and White Check. Cotton. Sizes: 12, 14, 16, 18, 20. State size. 7L2917—Shipping weight, 1 pound 4 ounces. \$1.98

It's easy to order from Sears.

Check Your Size... see size measurements, Page 908. It's easy to get correct fit by mail, 'phone or through Sears' helpful Order Offices.

All garments on these two pages are stocked in your nearest Sears Mail Order House. This means that most shipments will arrive in a few days. Order and pay postage only from your nearest Sears Mail Order House.

Available on Sears Easy Terms... Why not pay as you wear on a month-by-month budget? See Inside Back Cover for complete details.

Buy by mail for thrifty savings... buy the best for long-time service.

**Kerrybrooke**  
PLAY CLOTHES

Play Shoes Shown on These 2 Pages  
Described in our Play Shoe Section.



## Special Playclothes for larger women

Youthful styles in sizes 38 to 46

- Scientifically cut to slenderize... to fit comfortably
- Roomy hips and armholes... easy fullness you like at bust

### 2-piece Slack Suit

**\$2.98**  
38

Thrifty slack suit, especially well tailored in durable Cotton Gabardine, tested washable. Long-sleeved shirt with double-stitched yoke back. Color: Surf Blue. State size. Sizes 38-40-42-44-46. Washable. \$2.98. Jacket: Same as suit. Color: Surf Blue with White stripes. State size. Washable. \$2.98. Sizes 38-40-42-44-46. Washable. \$2.98. 7L2952 Larger Women's Sizes 38-40-42-44-46. Washable. \$1.69. 7L2953 Larger Women's Sizes 38-40-42-44-46. Washable. \$1.69. 7L2954 Larger Women's Sizes 38-40-42-44-46. Washable. \$1.29. 7L2955 Larger Women's Sizes 38-40-42-44-46. Washable. \$1.29. 7L2956 Larger Women's Sizes 38-40-42-44-46. Washable. \$2.98. 7L2957 Larger Women's Sizes 38-40-42-44-46. Washable. \$2.98.

### Denim separates

**\$1.29**  
38  
669  
38

Overall. Wear with or without shirt. Buttons at back. Color: Surf Blue. State size. Sizes 38-40-42-44-46. Washable. \$1.29. 7L2952 Larger Women's Sizes 38-40-42-44-46. Washable. \$1.69. 7L2953 Larger Women's Sizes 38-40-42-44-46. Washable. \$1.69. 7L2954 Larger Women's Sizes 38-40-42-44-46. Washable. \$1.29. 7L2955 Larger Women's Sizes 38-40-42-44-46. Washable. \$1.29. 7L2956 Larger Women's Sizes 38-40-42-44-46. Washable. \$1.29. 7L2957 Larger Women's Sizes 38-40-42-44-46. Washable. \$1.29.

### 2-piece Playsuit

**\$3.29**  
38

Neat, slenderizing print in smart fashion fabric (95% durable cotton, 5% Rayon). Playsuit has yoke back shirt, shorts with belt. Color: Surf Blue. Washable. \$3.29. 7L2958 2 Pcs. Washable. \$3.29.

### Culotte Dress

**\$3.98**

Divided skirt in newest most expert cut. Looks just like a dream when you walk. Undergarment has smooth zippered back. Color: Surf Blue. Washable. \$3.98. 7L2959 1 Pcs. Washable. \$3.98.

### Jacket Slack Suit in Spun Rayon Gabardine

The season's most popular slack suit. Made for larger women with all the features of a slenderizing jacket. It has front pleats, trim two-button waist. Long, well tailored button placket. Jersey is smooth and smart. A fine quality fabric. Cut to slenderizing effect. Jersey seam neatly pinked. Dry cleaning recommended. Colors: Surf Blue or Navy. Larger Women's Sizes 38-40-42-44-46. State size, color: Surf Blue. Washable. \$4.98. 7NL2960 2 Pcs. Suit. \$4.98.

Buy by Mail and Save... It's easy to order from Sears

- Check Your Size
- Available on Sears Easy Terms
- Sears helps you save

Garments marked \* on these 2 pages are shipped from Kansas City or New York, whichever is nearer you. Others are shipped from your nearest Mail Order House. For all garments, add 10¢ extra for each garment. There are 2 day postage from there.

You'll want Play Shoes too. Styles shown here are described on pages 136, 137, 138



## New Kerrybrooke Play Clothes Correct styles for active sports

Designed for action-ease and trim looks... Sizes 12 to 20

### Favorite for golf

**\$3.98**

Handy separates—shirt and skirt outfit designed for free and-easy comfort. Full 4-gore skirt permits a wide stride. Roomy yoke back shirt, cut long waisted for trim fit. New "Kerrybrooke" Cotton Pique, tested washfast. Colors: Powder Blue \$3.98, Lt. Marine 103 or White. Sizes: 12-14-16-18. Each. State size. Color. Shipping weight 1 lb. 4 oz. #7 NL 2911—2 Piece. \$3.98

### Tennis two-piece

**\$2.98**

Knit shirt—full knit sides. Knit skirt—full knit sides. Colors: White \$2.98, Lt. Marine 103 or White. Sizes: 12-14-16-18. Each. State size. Color. Shipping weight 1 lb. 4 oz. #7 NL 2910—2 Piece. \$2.98

### Perfect Sports Coat

**\$6.98**

Extra fine quality 100% Virgin Wool. Wonderfully soft and due to comfortable weight, no stretching at shoulders, does sleeves, no collar and pockets. Laided shoulders, ocean pearl buttons. Knit Twill guaranteed for life of garment. Length 34". Colors: Flag Red 311 or Brown 312. Sizes: 12-14-16-18-20. State size, color. Shipping weight 2 lb. 2 oz. #7 NL 3951—Each. \$6.98

### Knit Cotton Shirts

**89c \$1.00**

Small 32 in. Medium 34 in.

Indispensable for all sports. Soft, absorbent, ribbed. Knit Cotton Washable. Sizes: Small 32 in. Medium 34 to 36 in. bust 36 in. to 40 in. bust. State size. Color. Shipping weight each 6 oz. #2 Plain White Ribbed Knit with lace neckline. 9-8—Each. 89c

#2 Classic Basque Stripes. Smart with jackets or skirts. Washable. Color: White with Red Stripes, or White with Blue Stripes. 7-6—Each. \$1.00

Refer to Color Graph  
pages in back of book.

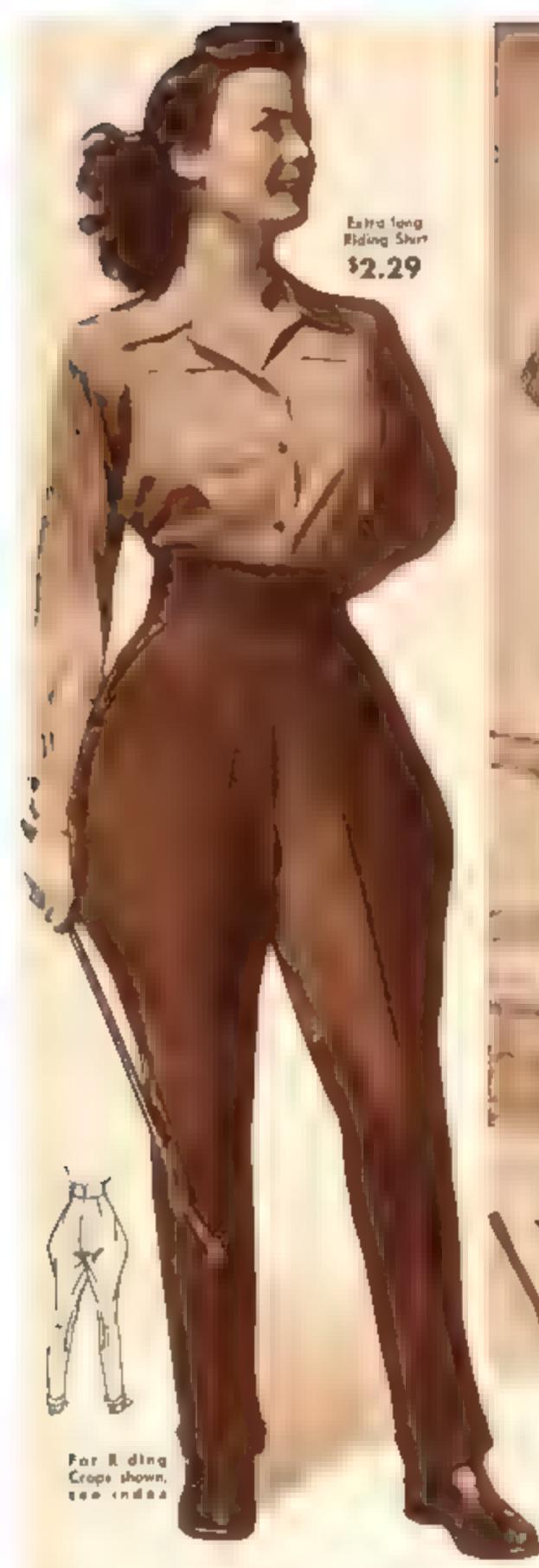


### One-piece Tennis Dress with panties

**\$2.98** Style you'll see on smartest courts  
...Spic-and-span fine Cotton Pique

Button front—easy on, easy to launder. Dress w/ roomy yoke back, set in belt. Full 4-gore skirt. Bloomer panties. Color: White. Sizes: 12-14-16-18-20. State size. #7 NL 2923—Shipping weight 1 lb. 1 oz. \$2.98

Alice Marble Tennis Cap. Famous "pro" style. White Cotton Gabardine, stiff visor lined with green. 6-section fitted crown, enamel rimmed air holes. Felt headband. Sizes: Small (fits 21 in. headsize). Medium (fits 22 in. headsize). Large (fits 23 in. headsize). State size. #7 NL 2961—Shipping weight, 9 oz. 69c



Extra long  
Riding Shirt  
**\$2.29**



Shirt  
**89c**

Kerrybrooke  
RIDING WEAR

For Riding  
Crop shown,  
see index

## Riding Pants and Shirts made for rugged service

Jodhpurs, Breeches, Saddle Pants with these features:



1. Catch is fitted with  
chromed leather  
comfortable



2. Self fabric or leather  
knee guards for  
extra serviceability



3. Smooth zip pocket  
closure with leather  
pull tab



4. Leather straps at  
waist adjust to  
comfortable fit



5. Strain points strongly  
buckled to  
pants against hips

### Our big-value Jodhpurs

Cavalry Twill **\$3.98** Wh. cord **\$3.29**

Splendidly tailored, see features illustrated. Reinforced in waist. Suede leather knee guards, boot straps. 2 pockets & 3 fly. Inseam 30". Waist Sizes: 24, 26, 28, 30, 32, 34 in. State color, waist, inseam, measurements and height in stocking feet, how to measure by row at right. Shpg wt. ea. 7 lbs. 718133 Cotton Cavalry Twill zip placket Med. Brown, Dk. Green or Black \$3.98 718144 Cotton Whipcord button placket Dk. Green or Medium Brown \$3.29

Perfect Riding Shirt Cut extra long. Fine pre-shrunk 3% shrinkage mercerized cotton. Gingham stripe, such as tan. A tie pleat back. Double fabric yoke with tan cuffs. Dyed ocean pearl buttons. Washfast. Colors: White or Tan. Sizes: 12, 14, 16, 18, 20, 22. Be sure to state size and color. 7183069 Shpg wt. 13 oz. \$2.29

### Button-leg Breeches

Cotton Cavalry Twill with 5 features above  
Reinforced lined belt  
Waist. Suede leather  
knee guard & 2 pockets. Inseam 30".

Colors: Tan, Med. Brown, Dark Green or Black. Waist Sizes: 24, 26, 28, 30, 32, 34 in. State color. Waist, inseam measurements and height in stocking feet, how to measure below. Shpg wt. 24 lbs. \$3.98 718140 Cotton Twill 24 lbs. \$3.98

Cotton Poplin Shirt Cut long. Fine pre-shrunk 3% shrinkage mercerized cotton. Gingham stripe, such as tan. Colors: White or Tan. Sizes: 12, 14, 16, 18, 20, 22. Be sure to state size and color. 7183070 Shpg wt. 11 oz. \$1.29

### Western Saddle Pants

Sanforized Cotton Cavalry Twill, max  
shrinkage 1%. Self-fabric seat, knee  
gus. 5 and 7 features above 2 front  
button or belt. Colors: Tan, Med. Brown, Dark Green or Black. Waist Sizes: 24, 26, 28, 30, 32, 34 in. State color. Waist, inseam measurements and height in stocking feet, how to measure below. Shpg wt. 24 lbs. \$3.98 718140 Sanforized Twill \$3.98

Cotton Terry Pullover Washfast  
no shrinkage. 3 long. Colors: White or Blue. Sizes: Small, 6-8, 10-14 in. belt. Medium, 16-18, Large, 44-47. State size and color. 7183068 Shpg wt. 6 oz. \$1.29

### Measure carefully for good fit... follow these instructions

How to measure for all Sears Riding Pants. Remove shoes. Have someone hold the pants straight and wide. Measure around the waist. Add 1 1/2 in. for belt. Measure around the waist from crotch to the floor. Add 1 1/2 in. for belt.

Take height from top of head to floor without shoes. Add 1 1/2 in. for belt. Measure around the waist, then add 1 1/2 in. for belt. How to measure for Shirts. Take bust measure as shown in general measurement instructions on Page 994.

### Sanforized Denim Jeans

Maximum fabric  
shrinkage 1%. Copper  
finished button placket  
on each side, copper  
rivet arm. Self fabric knee patches.  
Horse bit pocket. Colors: Faded Blue  
or Navy. Wh. Red. S. L. In. 30".

Waist Sizes: 24, 26, 28, 30, 32, 34 in.  
State color, waist, inseam measurements and height in stocking feet, how to measure below. 718147 Shpg wt. 14 lb. 8 oz. \$2.69

Washfast Cotton Broadcloth Shirt  
A tie placket yoke back. Convertible  
crotch. Domed stitched seam. Colors:  
White or Copper. Blue 662. Sizes: 12  
H. 14, 16, 18, 20, 22. State size, color.  
7183065 Shpg wt. 7 oz. \$9.89

## Kerrybrooke Rayon Blouses

Selected fine rayons tested hand washable  
Tailored well; fine stitching, puffed seams  
Softly full cut; amply long; nicely detailed

**\$159**  
Each

### ④ Deep V-neck

Popular "plunging neckline" style with embroidered monogram effect. Yoke back. Fine Rayon Crepe Colors: White, Red Trim; or Lt. Blue 353, White Trim. Sizes 12, 14, 16, 18, 20, 22. State size, color. Shpg. wt., 11 oz. 713023 ..... \$1.59

### ④ Classic Shirt

Rayon Crepe in flag stripes or white. Waist line darts for trim fit. Colors: Red-and-White Stripes, Blue-and-White Stripes; or All White. Sizes 10, 12, 14, 16, 18, 20, 22. State size, color. Shpg. wt., 7 oz. 713071 ..... \$1.59

### ④ Rayon Satin

Dress-up shirt with gleaming jewel type hat togs. Cuffs with matching detachable links. Convertible collar. Colors: White or Petal Pink 355. Sizes 12, 14, 16, 18, 20, 22. State size, color. Shpg. wt., 7 oz. 713003 ..... \$1.59

### ④ Famous value

Softly tailored blouse in dressy Rayon Satin. Convertible collar. Dainty buttons. Wear as tuck-in too. Colors: White or Petal Pink 355. Sizes 12, 14, 16, 18, 20. State size, color. Shpg. wt., 10 oz. 713029 ..... \$1.59



Our Better Quality Kerrybrooke Blouses  
in finer rayon fabrics, dressier styles

**\$259**  
Each

### Fine Rayon Sheer

713034 House 100% Rayon. 14.50 oz. per yard. The latest effect. White. Yoke back. Convertible collar. 1/2" full box. 1" wide. Fine Rayon Sheer. Jersey collar. 1/2" full box. Color: White. Sizes 12, 14, 16, 18, 20. State size. Shpg. wt., 4 oz. 713035 ..... \$2.59

### Fine Rayon Crepe

12 oz. per shirt with bias balanced sleeves. Yoke back. Convertible collar. 1/2" ocean pearl buttons. Washes beautifully. Colors: Red-and-White Stripe or Bright Navy and White Stripe. Sizes: 12, 14, 16, 18, 20. State size and color. Shpg. wt., 1 oz. 713072 ..... \$2.59

### Sizes from 32 to 53

Look pleat front, yoke back. Fine fabric. Washable. Rayon Crepe. Jersey collar. pearl buttons. 1/2" ocean pearl buttons. Convertible collar. Dainty seams. Blouses may come short. may be worn as evening too. Colors: White or Petal Pink 355. Sizes: 12, 14, 16, 18, 20, 22. State size, color. Shpg. wt., 12 oz. 713033 ..... \$2.59

Finest and dressiest...  
lovely Charmode Blouses

**\$359**  
Each

### New deep V-neck

Fine Rayon Triple Sheer. Lants velvety. Satin Sleeves are seated. Knit collar with extra fine. Jewel-type Cotton lace. 1/2" ocean pearl buttons. Convertible collar. Dainty seams. Blouses may come short. may be worn as evening too. Colors: White or Petal Pink 355. Sizes: 12, 14, 16, 18, 20, 22. State size, color. Shipping weight, 12 oz. 713039 Each. \$3.59

### Jewel-type Buttons

100% Rayon Triple Sheer. Lants velvety. Satin Sleeves are seated. Knit collar with extra fine. Jewel-type Cotton lace. 1/2" ocean pearl buttons. Convertible collar. Dainty seams. Blouses may come short. may be worn as evening too. Colors: White or Petal Pink 355. Sizes: 12, 14, 16, 18, 20, 22. State size and color. Shipping weight, 10 oz. 713038 ..... \$3.59

Years makes ordering easy — Buy by mail and save.

Check your size — Get measurements — Page 508  
Available on Easy Terms—see inside back cover.  
Color numbers refer to Color-Graph, back of book.  
Washing terms are explained on page 1001.

Garments marked ♦ on these 2 pages shipped from New York or Kansas City others from nearest Mail Order house. Order all from nearest Sears Mail Order house; pay postage from there.



## Fine Cotton Blouses

Complete wardrobe of cool washables . . . tailored, sports and dress-up styles . . . Sizes 10 to 22; also 40 to 44

### Deep-throated Shirt for skirts, suits, slacks

**\$129**  
Each

Choice of  
Striped or Plain

Hot style of the season . . . cool, slick and smart in fine Cotton Poplin. Washes beautifully, gives excellent service. Sears version is especially well-made with wide revers collar, deep front facings, gathered shoulders, soft fullness at front. Single large fresh water pearl button. Cut long. Inside seams pinked. Colors: Red-and-White or Open-at-1-White, also All-White. Sizes: 12, 14, 16, 18, 20, also Sizes 40, 42, 44. State size and color. Shipping weight, 7 ounces.

7 L 3040

\$1.29

### Dressy Lingerie Blouse

Fine crisp finished  
Cotton Batiste. Tucked  
front and sleeves trim  
med with dainty Val (spr  
Cotton) lace. Fine buttons, fine stitching.  
Inside seams neatly pinked.  
Color: White. Sizes: 12, 14, 16, 18, 20.  
22. State size. Shpg. wt. 4 oz.  
7 L 3053

**\$129**

\$1.29

### Popular peasant style

Cool, square neck . . .  
pretty puff sleeves. Fine  
crisp-finished Cotton  
Batiste. Fine eyelet em  
broderie trim. Cut long. Perfect with  
a gay print Dirndl Skirt, see Page 12.  
Color: White. Sizes: 12, 14, 16, 18, 20.  
State size. Shpg. wt. 4 oz.  
7 L 3008

**\$100**

\$1.00

Cotton Blouses call for Dirndl Skirts,  
see our prize collection on page 12.



### Dainty eyelet frills

A blouse that looks  
a lot more than our  
thirty price. Made  
of sheer fine Cotton  
Batiste with crisp finish. Deep V-

**\$129**

neck has wide revers filled with fine  
quality eyelet embroidery; wear  
them outside your coat. Matching trim on sleeves. Nicely made  
fine buttons, waistline darts for  
neat fit, inside seams neatly pinked.  
Color: White. Sizes: 12, 14, 16, 18,  
20, 22. State size. Shipping weight,  
8 ounces.

7 L 3050—Each . . . \$1.29

### Pique Jacket Blouse

A favorite because the  
pique jacket has such  
a dandy fit. It's made  
of soft, light, fine-wale Cotton  
Pique. It's a jacket-style  
tutted style with darts and  
fresh water pearl buttons. Well made  
fine stitching, pinked seams.  
Color: White only.  
Sizes: 12, 14, 16, 18, 20, 22. State size.  
Shipping weight, 10 ounces.

7 L 3047—Each . . . \$1.29

**\$129**

\$1.29

### Little-girl round neck

Truly charming sheer and  
dainty. The batiste with  
fine eyelet lace sleeves  
feature a round neck.  
Tucked front and with extra fine  
eyelet embroidery. Yoke at back and  
front softly full bodice. Nicely made  
dainty stitching, pinked seams. Cut long.  
See how charming it looks with our rose  
bud peplum jumper Dirndl Skirt, Page 12.  
Color: White. Sizes: 10, 12, 14, 16, 18.  
State size. Shpg. wt. 5 oz.

7 L 3011 . . . \$1.00

**\$100**

\$1.00

### Perfect Sports Shirt

Special for girls  
for washfast mer-  
ceized Cotton  
Broadcloth. V-neck  
back with inverted action pleat  
roses on armholes. Link-button high-  
low collar. Double stitched seams  
throughout. Fine buttons; tucks  
well under skirts, slacks.  
Color: White or Open Blue 607.  
Sizes: 12, 14, 16, 18. 20. 22.  
State size, color. Shpg. wt. 7 oz.  
7 L 3065—Each . . . 89¢

**89¢**

89¢

It's easy to order from Sears. For size measurements, see page 999.

Easy Terms available  
Color number refer  
Tuck & back. See top

see shade back cover  
in catalog, including Green section  
Buy on credit

German on these 2 pages marked ♦ shipped from Kansas  
City or New York, others from nearest Mail Order House.  
Order from nearest Mail Order House; pay postage from their



## The perfect Classic Shirt

- Choice of two styles and two qualities
- Each style in sizes from 12 to 22
- Superbly tailored and finely detailed
- Edges with three rows of fine stitching
- Each style with link cuffs now so smart
- Buttons of fine quality ocean pearl
- Finished well; inside seams pinked
- Fine hand washable Rayon Crepe; use Lux

### Sears best quality

Fine, soft Rayon Crepe **\$3.59**  
looks and feels like silk

Basic long-sleeve shirt with newest link cuffs that adjust to your own proper sleeve length. Masterfully tailored with all features above. Correctly styled, convertible collar, soft full bodice with yoke at front and back. Covered shoulder pads; waistline darts for neat fit. Fine Rayon Crepe wears well, washes beautifully.

Colors: White or Petal Pink 355. Sizes: 12, 14, 16, 18, 20, 22. State size and color. **\$3.59**

### Sears fine quality

Selected Rayon Crepe **\$2.59**  
Exceptional at price

Short-sleeve classic shirt with popular link-button cuffs. Has every feature listed above plus excellent styling. Convertible collar softly full bodice with yoke at front and back. Covered shoulder pads; waistline darts for neat fit. Fine Rayon Crepe wears well, washes beautifully.

Glo's. **\$2.59** State size and color  
**\$2.59** Shpg. wt. 10 oz. **\$2.59**

### Sears best quality

Choice of two superb **\$4.98**  
Botany Virgin Wool

Fine, fine—soft and rich-textured, long-wearing. Sizes: 12, 14, 16, 18, 22. State size, color. Shipping weight, each, 14 ounces.

• 7 NL 3231—Botany 100% Virgin Wool Worsted Crepe. Black, Laurel Green 767 or Soldier Blue 571 **\$4.98**  
• 7 NL 3229—Botany 100% Virgin Wool Worsted Flannel. Beige 14, Navy or Medium Brown 224 **\$4.98**

### Sears fine quality

Our own selected **\$3.39**  
Worsted Woolens

Finer, better-wearing than ever before . . . a splendid flannel, a rich dressy crepe. Outstanding values at Sears thrifty price. Sizes: 12, 14, 16, 18, 20, 22. State size and color. Shipping weight, each, 13 ounces.  
• 7 NL 3294—100% Wool Worsted Crepe Black or Soldier Blue 571 **\$3.39**  
• 7 NL 3299—100% Wool Worsted Flannel. Navy or Brown 267 **\$3.39**

Measure before you order . . . see our measurement instructions on Page 998

PAGE 23 . . . . . HOUSES AND SKIRTS



\$198  
Each

## Best-liked new skirt styles in fine fashion-right rayons

Made with full sweeps you like . . . neat hems . . . inside seams neatly pinked. Sizes 10 to 22

- Better-quality washable Rayon Shantung
- Snowy White or Flattering Powder Blue

Cool, washable skirt you'll want for summer—popular swing style. Beads make it with the wide, ample sweep you like . . . with slim, smooth hips. Well-fitting 2-inch, 2-button waistband, zip placket. Tailored nicely. Inside seams pinked, hem neatly tanned. Firm, better-grade Rayon wears and washes nicely. Sears recommend L.I.S.

Colors: White or Powder Blue. Sizes: 12 14 16 18 20 22. State size, color.

713280—Shipping weight 15 ounces \$1.98

Fine Rayon Fille. Soft unprinted pleats at front, 16 gore to back. Firm, 2-button waistband. Sizes: 10 12 14 16 18 20. State size, color. Shipping weight 13 ounces.

713287—Each \$1.98

Divided with gay cotton broad trim. Full gathered all around, waistband reinforced on one side. Buttons polished. Color: Rose. Sizes: 10 12 14 16 18 20. State size, color. Shipping weight 13 ounces.

713288—Each \$1.98

Washable Skirt in linen-like fabric. 53% Cotton 47% Rayon—cool and smart. Deep pleats at front. Two-gore bus back from two-button waistband button placket. Colors: Beige 124 or Rose 209. Sizes: 12 14 16 18 20 22. State size, color. Shipping weight 13 ounces.

713291—Each \$1.98

Rayon Cavalry Twill. Cool, soft, pliable. Big, full skirt. 16 gore. Smart. Sizes: 12 14 16 18 20 22. State size, color. Shipping weight, 14 ounces.

713292—Each \$1.98

Measure for good fit—see measurement instructions, Page 99E



\$398 Our finer Kerrybrooke Skirts  
finely tailored in rich fabrics

Note handsome styling, more costly cut; all with zip plackets, taped hems. Sizes 12 to 22

- Beautiful 20-gore skirt, our big success
- Ideal Dress-up style in fine Rayon Crepe

Twenty deftly tapered gores—sleek over hip; lovely rippling flare below. Zip placket, interline. 2-button waistband. Generous hem neatly tanned. Colors: Black, or Navy. Sizes: 12 14 16 18 20. State size and color. Shipping weight 15 ounces.

♦7 NL 3269 \$3.98

All Wool Shetland-type Tweed. New Wool. 25% Renovated Wool. Newest colors. stitched-edge trouser pleats, front and back. Slanted zip placket. 2-button waistband. Taped hem pinked. Colors: Navy, Beige. Sizes: 12 14 16 18 20. State size, color. Shipping weight 15 ounces.

♦7 NL 3272 \$3.98

Our Famous Flared Skirt in two 100% Virgin Wool worsted fabrics. Wide ripple. Hat. 2-button waistband, zip placket. Taped hem. Sizes: 12 14 16 18 20 22. State size and color. Shipping weight 15 ounces.

♦7 NL 3268—100% Wool. Worsted Flannel. Navy or Laurel Green. 70% \$3.98

♦7 NL 3263—100% Wool. Worsted Crepe. Black, Beige 124 Brown 267 \$3.98

100% Wool Flannel. Selected rich, soft quality. 2 stitched-edge deerstags at front, 3-gore back. Genuine leather belt, zip placket. Taped double stitched hem. Colors: Menswear Gray, Brown 267 or Navy. Sizes: 12 14 16 18 20 22. State size, color. Shipping weight 15 ounces.

♦7 NL 3274—Each \$3.98



## Famous Kerrybrooke best-seller Skirts offer extra quality at thrifty prices

Better-type fabrics and tailoring; zip plackets; sizes for misses, juniors, women, larger women

**\$3.39**

Slimming 10-gore skirt in our finer 100% Virgin Wool Worsted Flannel, rich textured and soft, very durable. Smoothly tailored, even, fine stitching, taped hem, pinking inside seams. Trim-fitting 2-button waistband, zip placket.

Colors: Navy, Kelly Green 763. Copen 607. Sizes: 12, 14, 16, 18, 20, 22. State size, color. Shipping weight, 14 ounces.

♦7 NL 3256 ..... \$3.39

**\$2.98**

Ideal Skirt for Larger Sizes... 10-tucked gores slenderize magically. Zip placket. Taped hem. Serviceable Past Wool Crepe +1% reprocessed Wool, 31% sturdy knit. Total 28" 1/2. Beige.

Colors: Black or Brown 267. Women's Waist Sizes: 28, 30, 32, 34, 36, 38 in. Short Women's Waist Sizes: 30, 31, 33, 35, 37, 39 in. State waist measure and color.

♦7NL3254—Ship. wt., 14 oz., \$2.98

**\$3.39**

Shortie Skirt... in our finer quality 100% Virgin Wool Worsted Flannel. Colors for sports and outdoors, campus favorite. 4-gore style with leather-effect belt. Measures 3 inches shorter than our regular skirts; wide 3-inch hem provides easy adjustment.

Colors: Copen Blue 607 or Flag Red 311. Juniors' Sizes: 9, 11, 13, 15, 17. State size, color.

♦7NL3257—Ship. wt., 13 oz., \$3.39

All Wool Flannel **\$3.39**

All Wool Tweed **\$2.98**

• Trouser Pleat Skirt in 2 All Wool Fabrics. Excellent fabric, correct style, good tailoring, made to Sears specifications. Deep front "trouser" pleat stitched at edges for trim, pressed look; well-cut 3-gore back. Leather-like belt; zip placket, Taped hem, pinking inside seams. Shipping weight each, 1 lb. 2 oz. Sizes: 2, 14, 16, 18, 20, 22. State size, color.

♦7NL3262—Finer 100% Virgin Wool Worsted Flannel Colors: Gray 880, Black or Navy \$3.39

♦7NL3261—Finer All Wool Shetland-type Tweed. 75% New Wool, 25% Reprocessed Wool. Colors: Cadet Blue 575, Persian Rose 323. Black \$2.98



### All Wool 4-gore Skirts

For Misses, Women, Juniors

**\$3.39**  
each

Classic 4-gore in very fine 100% Virgin Wool Worsted Flannel. Wear with or without belt. It has the over-the-knee belt loops hole, then the belt loops hole, then the belt loops hole, then the belt loops hole. Colors: Black, Navy or Copen Blue. Sizes: 11, 13, 15, 17. State size, color. Shipping weight, 14 oz. \$3.39

Change-about 4-gore skirt in soft yet 100% Virgin Wool Worsted Flannel. Wear with or without belt. It has the over-the-knee belt loops hole, then the belt loops hole, then the belt loops hole, then the belt loops hole. Colors: Black, Navy or Copen Blue. Sizes: 12, 14, 16, 18, 20, 22. State size, color. Shipping weight, 14 oz. \$3.39



### Our finest Kerrybrooke Skirts

Fashion favorites in quality fabrics

**\$4.98**

Soft, rich 100% Virgin Wool Glen Plaid in a distinctive pattern—a truly beautiful skirt. It has soft, deep pleats, front and back full sweep, button waistband, zip placket, Tape hem. Colors: Glen Plaid Black, Gray and Copen or Brown, Beige and cream. Sizes: 12, 14, 16, 18, 20, 22. State size, color. Shipping weight, 1 lb. \$4.98

Fine Rayon Crepe... lovely dress-up skirt pleated all around in deep, even knife pleats. Made with full swing sweep, gentle as hem. Firm interlined 2-button waistband, zip placket. Inside seams pinking. Colors: Black, Chicory Brown 267 or Navy. Sizes: 12, 14, 16, 18, 20, 22. State size, color. Shipping weight, 1 pound 1 ounce \$4.98

It's easy to order from Sears—For size measurements, see Page 998.

For explanation of Wool terms, see page 1001.  
Easy Terms Available... see inside back cover.  
Color Numbers refer to Color-Graph, back of book.

—Garments marked ♦ on these 2 pages shipped from Kansas City or New York, others from nearest Sears Mail Order House. Order and pay postage from there.



## Joan Bradley Classic Sweaters

Each one in a class by itself for beauty and smart style  
The choice of nearly a million women for super value

### 4 STAR

### FEATURE

### An outstanding 4-Star Feature

- Fine all wool zephyr yarn
- Loops knit in necks for 1
- Full fashioned necks not hand looped
- Special shaped armholes for freedom

### The long, boxy Cardigan

Most popular cardigan sweater. It has that casual, "I'm off to town" look. Expertly fashioned of fine All Wool Zephyr yarn. Longer boxy style with long sleeves to wear pushed up if you like. Fine ocean pearl buttons. Rayon and grain button bands. All the 4 Star features. Wear alone or mix-match it with the short sleeve pullover at extreme right. Shipping wt. 1 lb.  
Even Sizes: 32 to 40-inch bust. Store bust size  
\$2.29

38L7379M Red 31 38L7380M Beige Heather  
38L7381M Copen Blue 607 38L7382M Yellow 10  
Long Cardigan Cardigan sizes \$2.29

It's convenient to pay on Easy Term  
We include book cover for complete data

### The long, boxy Pullover

\$1.98

Check it's 4 Star features.  
Super Value at these prices  
Even Sizes: 32 to 40-inch bust. Store bust size  
38L7371 Beige Heather 38L7372  
38L7374 Copen Blue 607  
Long Cardigan Pullover \$1.98

### The classic Pullover

\$1.69

Value classic pullover with the cardigan at left or wear (above). Beige Pullover made of fine All Wool Zephyr with all the 4 Star features. Shipping wt. 1 lb.  
Even Sizes: 32 to 40-inch bust. Store bust size  
38L7384M Copen 607 38L7344M Beige 10  
38L7343M Red 511 38L7345M Yellow 10  
38L7341 White Classic Pullover \$1.69

Color numbers refer to Color-Graph facing first green index page at back of book.

### Fine Knit Cotton V-neck Pullover

Long loose boxy style  
The sort of comfort

It's the new V-neck pullover that's all the rage! You'll see it everywhere this season. It's so smart, comfortable and practical for all-occasion wear. Knit of good quality Combed Cottonsoft, fleeced for richness. Hand washable. Even Sizes: 34 to 40-in. bust. Store bust size. Shipping weight, 11 oz. 38L7213—Beige Heather 38L7214—Yellow 10 38L7215—Copen Blue 607 98c

### How to measure for Sweaters

Measure bust around fullest part. For snug fit order size nearest. For roomy fit, order next larger size. Dry cleaning recommended for fleeced sweaters.



### Fleeced cotton Boxy Cardigan

All occasion knock-about for active women and girls

98c 89c  
Women's sizes 32 to 40  
Store bust size

Wool or cotton, you'll wear this cotton Cardigan. The soft cotton is fleeced for richness. Hand washable. Even Sizes: 32 to 40-inch bust. Store bust size. Shipping weight, 11 oz. 38L7362 Copen Blue 607 38L7365 Yellow 10 38L7366 Red 511 98c  
Girls' Sizes: 6, 8, 10, 12, 14. Store bust size. Shipping weight, 13 oz. 38L7360 Red 511 98c



## Comfortable, easy to wear Outfits

Kerrybrooke casual fashions...all good mixers...sizes 10 to 20

④ Glen Plaid Jumper

**\$4.98**

College girls start to buy...  
smallest version with V-neck.  
Size 10, 12, 14, 16, 18, 20  
Colors: Bright Navy or Brown  
Glen Plaid. Sizes 10-20  
Style size and color  
Shipping wt. 1 lb. 2 oz  
♦7 NL 3224—Jumper . \$4.98

④ Go-everywhere Coat

**\$6.98**

College girls start to buy...  
smallest version with V-neck.  
Size 10, 12, 14, 16, 18, 20  
Colors: Cozy Colors  
Style size and color  
Shipping wt. 1 lb. 2 oz  
♦7 NL 3950 . \$6.98

④ Plaid Jerkin Set

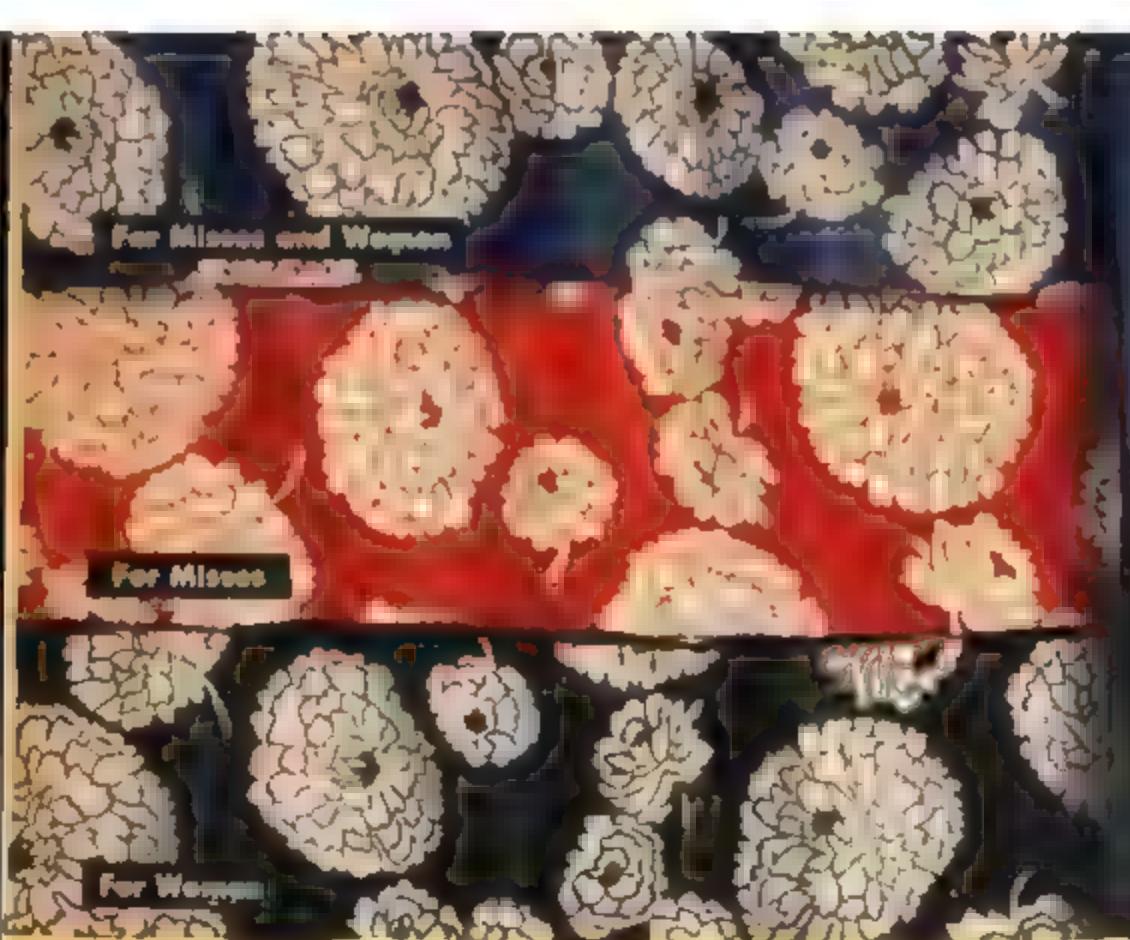
**\$5.98** **\$3.98**

colors and a rich fine fabric (40% Rayon, 40% Acrylic, 20% Wool)  
jerkin. Finely tailored uppered skirt is season's smartest  
pleated both front and back.  
Each makes a grand separate.  
Colors: Rose-Blue and Beige  
Plaid. Sizes 12, 14, 16, 18, 20  
Be sure to state size.  
♦7 NL 3222—Skirt and Jerkin  
Shipping wt. 1 lb. Jerkin . . . \$5.98  
♦7 NL 3217—Skirt Only Shipping weight, 13 ounces . \$3.98

Blouses  
to wear  
with your  
Jumper  
or Jerkin  
See Page 2

It's easy to order from Sears  
—Check your size . . . see Page 998  
—Easy Terms Available . . . for complete details, see inside back cover  
—Garmets marked ♦ will be shipped from Kansas City or New York, which

Skirts sold  
separately



Fine quality \$3.98

Best quality \$5.98

## The All-flattering Basic Dress

So successful a Charmode\* style we offer it in Spring prints, too

You've worn it . . . you've loved it . . . season after season! Its continued success is proof that a Basic Dress belongs in every wardrobe . . . that it is altogether wearable for any size from 12 to 20, 34 to 44, or 39 to 53. Sears new version is a masterpiece of good taste and simple styling. You can dress it up with an extra color and costume jewelry for important occasions . . . or wear it exactly as it is with the shoulder bouquet as the only accent.

The Basic Dress deserves its reputation as "every woman's" dress. The V neck line is classic and generally becoming. The shoulders are graceful and easy. A fan of dressmaker tucks holds the bodice fullness into a slim waistline . . . then releases gentle unpressed pleats in the skirt front. Because we know how adaptable this dress is . . . we offer it in two Rayon Crepes . . . one, a solid color Romaine; the other, a soft print. Both guaranteed for wear and fit.



Fine  
Quality

\$398

We believe many others will ask \$4.89 for this flower-printed Basic Dress youthfully styled for sizes 12 to 20, 34 to 44, 39 to 53

The widely spaced petals in white on your favorite spring colors follow the fashion for oversize floral designs. The quality, new Rayon Crepe is smooth and silken to the touch . . . has a waistline like a Fox. The fan of tucks at the waistline is fast and fit and new. White pom-pom flower sets off the V neck line. Good cut and workmanship assure you perfect fit . . . and more for your money at Sears.

State size and color. Shipping weight: 3 lb. 6 oz.

- ◆ 31 NL 4202—Misses' Sizes 12, 14, 16, 18, 20 in Red and White, or Soldier Blue and White Print \$3.98
- ◆ 31 NL 4662—Women's Sizes 34, 36, 38, 40, 42, 44, 46 in Soldier Blue and White or Black and White Print \$3.98
- ◆ 31 NL 4772—Larger Women's Sizes 39, 41, 43, 45, 47, 49, 51 in Soldier Blue or Black with White Print \$3.98

It's easy to order from Sears

—Check Your Size . . . see size measurements Page 998. It's easy to get correct fit by mail, phone or through Sears Order Offices. —Available on Sears Easy Payment Plan . . . see Inside Back Cover



Charmode  
BOSTON, MASS.

\*Charmode is Sears trade name for Dressy Fashions styled to the min-  
gle, you can wear them for years

**Best  
Quality**

We believe many others will ask \$6.98 for this  
**Basic Dress in fine Rayon Crepe Romaine**  
in sizes for misses, women, larger women

The most comfortable sweater in the way  
to get to know the new country  
is the sweater with a wide and  
soft collar. It is made of pure  
wool and has  
the following sizes:  
Men's sizes: 36-38-40-42-44-46-48-50  
Women's sizes: 34-36-38-40-42-44-46-48-50  
Larger Women's sizes: 52-54-56-58-60

Your order usually arrives in a few days.

All garments marked ♦ on these two pages



Fine quality \$4.98

Best quality \$7.98

## Our new action-back Shirtfrock

**Most Important Kerrybrooke\* Casual Dress for the active American woman**

Best-beloved of all your dresses...the shirtfrock you prize and wear for many a season. Sears 1942 version of this classic has the added feature of a half yoke and a deep back-of-the-blouse pleat carefully cut for comfort. There is a look of ease through the shoulders and blouse top. A pocket adds a casual air. The waist is slim. The skirt has a deep kick pleat tailored in the front and the back. The entire dress is a treasure of simple good lines.

In two expertly handled Rayon Crepes that add an important activity look to the style. With unexcelled tailoring that includes double-stitching on collar, cuffs and pocket...on front and back skirt seams! There are a generous two-inch hem, a stiffened and fabric-backed belt, carefully pinked seams. For the American woman who wants simplicity without severity. Sears has the fashionable answer in 2 qualities of the Kerrybrooke Shirtfrock.



Front view  
of dress  
in striped  
print

Front view  
of dress  
in Polka  
dots

Back view  
of dress  
on opposite  
page

Fine  
Quality

**\$498**

We believe many others will ask \$5.98 for  
this smooth rayon crepe dress in classic  
dots and stripes for sizes 12 to 20, 38, 40

The newly important action-back shirtfrock comes in a choice of print, inch apart stripes, or well spaced white dots. Both of them "naturals" for your busy life. Both are trimmed with handsome washable white composition buttons. Print and dot are only part of their style story, there's value, in the soft feel of the Rayon Crepe...the way it takes to the seat and precision detail...the fact that it's hand-washable. Correct fit is guaranteed!

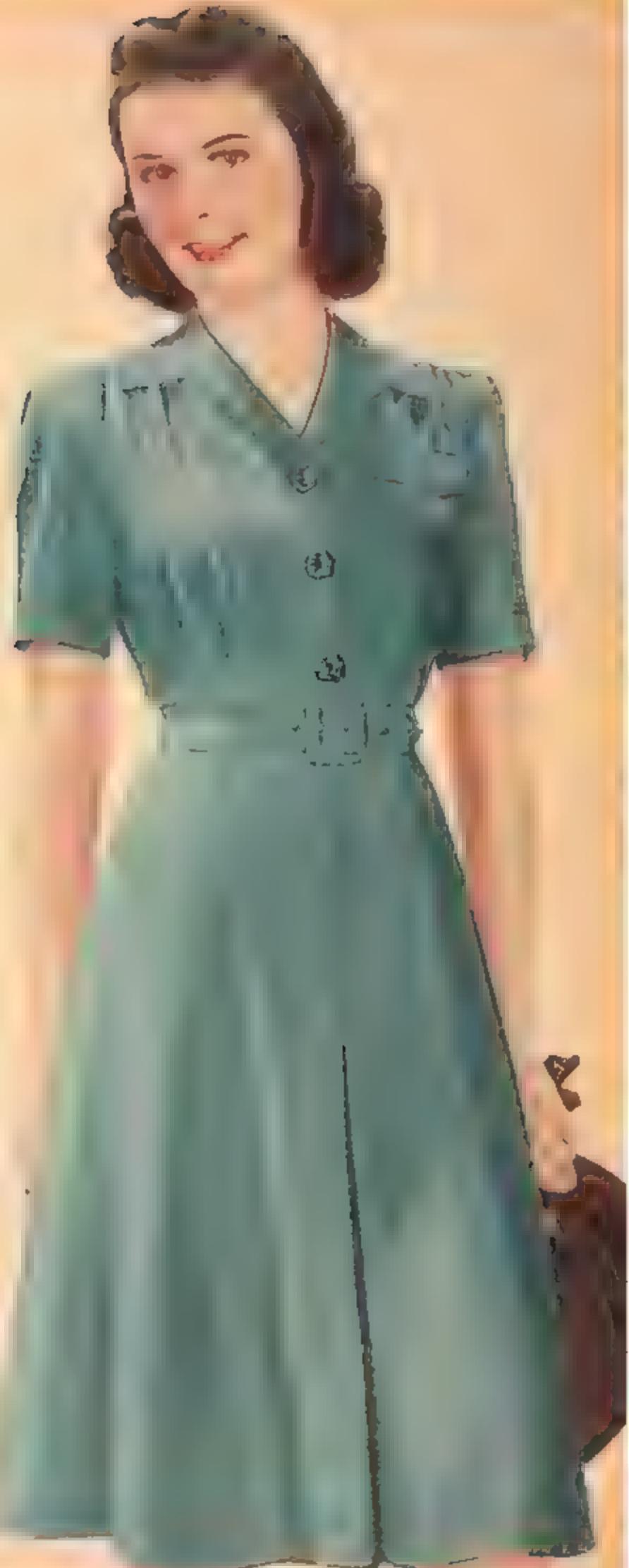
Misses' and Women's Sizes: 12 - 16, 18, 20, 38, 40 only  
State size and color. Shipping weight, 1 lb. 4 oz.

♦31NL4206 - A. to Stripes on Lurex Blue, Sage Green or Luggage Brown \$4.98

♦31NL4208 - White Dots on Luggage Brown, Sage Green or Navy \$4.98

It's easy to order from Sears

—Check Your Size...see size measurements Page 998. It's easy to get correct fit by mail, phone or through Sears Order Offices.  
—Available on Sears Easy Payment Plan...see inside back cover.



Kerrybrooke  
SHIRTROCK

"Kerrybrooke is Sears trade name for Casual Clothes . . . styled to the minute, you can wear them for years

Best  
Quality

\$798

We believe many others will ask \$8.98 for  
this Classic in finest rayon crepe with stud  
buttons and superior dressmaker detail

There is an unmistakable look of quality to the Rayon Crepe fabric we have used. It has the firm weave and rich texture that takes color so well . . . that dry cleans magically that makes certain the fashion future of this frock. Beautiful and pre-mounted stud buttons add sparkle and distinction. Simulated topaz with the green version; sapphire brings out the warmth of the blue and matching color stones accent the rose. A heat-free fabric . . . easy to wear . . . with our comfortable action back. The dressmaker finish and fit of a real dress.

Colors: Sage Green, Dusty Rose, or Light Navy. Misses' and Women's Sizes 12, 14, 16, 18, 20, 38, 40 only. State size, color and pricing weight, 1 pound 6

♦ 31 NL 4204 . . . . . \$7.98

Your orders usually arrive in a few days

—All garments on these two pages marked ♦ are now shipped from Kansas City or New York, whichever is nearer you. Order and pay in advance from your nearest Sears Mail Order House.



One-button Dress Fabrics

Two-piece Suit Dress Fabric

We believe after intensive national comparisons that these are

## The Best \$498 Dresses in America

**\$498**  
Each

Two of your favorite fashions styled to the minute wearable for years. They are the smart, plunging neckline dress and the two-piece suit dress. By actual number bought, American women have chosen them as classics... the kind clothes you wear and prize for more than a single season. No effort has been spared to make them the best \$4.98 dresses you can buy. We cut them in Firm Weave Rayon Shantung that washes like magic. We built them with all the finest dressmaker finish that dresses costing from \$5.98 to \$10.98 have. We had them made with the tailoring details to make mail order history... to prove for all time, you save when you buy by Mail.



Back views  
of Dresses on  
opposite page

We know of no other One Dress anywhere near our price with All these dressmaking details



Kerrybrooks 2-piece suit-dress in Rayon Shantung is first favorite because of its practical charm. The separate jacket has a softly bloused bodice with set-in belt that ties. Large tab pockets and upper tab pockets add to the suit look. Extra depth box pleats give grace and width to the skirt front. May be worn with the detachable white dickey or your own blouse. Colors: Print in Cadet Blue-and-White, Green-and-White or Rose-and-White. Misses' Sizes: 12, 14, 16, 18, 20. State size and color. \*31 NL 4210—Swpng. wt., 1 lb. 6 oz. \$4.98

Kerrybrooks one-button dress in Rayon Shantung with plunging neckline stopped by the single large button. There is a casual pointed collar, flatteringly soft bodice and a clever skirt yoke. State size, color, Swpng. wt., etc., 1 lb. 4 oz. In Misses' Sizes: 12, 14, 16, 18, 20. \*31 NL 4212—Print, Green-and-White, Cadet Blue and White or Rose-and-White... \$4.98 In Women's Sizes: 34, 36, 38, 40, 42, 44. \*31 NL 4670—Print, Green-and-White, Cadet Blue-and-White, Rose-and-White.... \$4.98 \*31 NL 4672—Plain, Green, Cadet Blue \$4.98

It's easy to order from Sears... your orders usually arrive in a few days

—Check Your Size... see size measurements page 998. It's easy to get correct fit by mail, phone or through Sears Order Offices. Available on Easy Terms, see inside back cover for details.

—Garments marked \* on these two pages are shipped from Kansas City or New York whichever is nearer you. Order and pay postage only from your nearest Sears Mail Order House.

Note: Illustrated are described in Military section



Kerrybrooke  
One-button  
Dress

\$498



Kerrybrooke  
2-piece  
Suit-Dress

\$498

Kerrybrooke  
CASUAL DRESSES

♥ PAGE 33 .. DRESSES



Misses' Dress Fabric



Women's Dress Fabric

We believe after intensive national comparisons that these are

## The Best \$498 Dresses in America

**\$498**  
Each

Two more of your favorite fashions . . . styled to the minute . . . wearable for years! They are the soft shirtrock with unpressed-pleat skirt and the shirtrock with flared bodice. By actual number bought, American women have chosen them as classics—the good clothes you wear and prize for more than a single season! No effort has been spared to make them the best \$4.98 dresses you can buy. We cut them in a beautiful Rayon Crepe that washes like magic. We built them with all the dressmaker finish that dresses costing from \$5.98 to \$10.98 have. We had them made with the tailoring details to prove for all time, you save when you buy by mail.



Back view of  
Dresses on  
opposite page

We know of no other One Dress anywhere near our price with All these dressmaking details:



**Kerrybrooke Women's Dotted Dress** in soft  
bulky Rayon Crepe with white  
Grosgrain TRIM. The dotted pattern  
is a delicate, fine, dotted  
design. The fabric is  
a soft, light weight. Wash in 30°  
water. Dry flat. Iron with  
a soft cloth. Colors: White, White  
in Orange Brown, Navy,  
or Navy Green. Women's Sizes: 34, 36, 38, 40.  
42, 44. State size and color.

\*31 NL 4665—Ship. wt., 1 lb. 4 oz. \$4.98

Colors: White Print or Coral Rose, Soldier Blue,  
or Cabbage Brown. Misses' Sizes: 12, 14, 16, 18,  
20. State size and color.

**Kerrybrooke Misses' Print Dress** in soft  
bulky Rayon Crepe with  
white Grosgrain TRIM. The  
print is a delicate, fine  
design. The fabric is  
a soft, light weight. Wash in 30°  
water. Dry flat. Iron with  
a soft cloth. Colors: White, White  
in Orange Brown, Navy,  
or Navy Green. Women's Sizes: 34, 36, 38, 40.  
42, 44. State size and color.

\*31 NL 4299—Ship. wt., 1 lb. 6 oz. \$4.98

It's easy to order from Sears—your orders usually arrive in a few days

Check Your Size. See size measurement  
chart on page 10. Order by phone  
or mail. See page 10.

Available on Easy Terms, see inside back cover

Dresses marked \* on these two pages are shipped  
via railroads. Order and pay post  
age in the nearest Sears Mail Order House.

See Index for Hat, Bag, Gloves illustrated on these pages



Kerrybrooke  
Misses'  
Print Dress

\$4.98

Kerrybrooke  
Women's  
Dotted Dress

\$4.98

Kerrybrooke  
CASUAL DRESSES



Kerrybrooke  
FASHION DRESSES

PAGE 34

Scans from <https://christmas.musetechnical.com>



Kerrybrooke  
Buttonfront  
Classic Dress

\$4.98

Kerrybrooke  
Tucked Front  
Shirtfrock

\$4.98



CHAMOIS YELLOW

POWDER BLUE

AQUA GREEN

We believe after intensive national comparisons that these are

## The Best \$4.98 Dresses in America

Still two more of your favorite fashions . . . styled to the minute, wearable for years. These are the tucked-bosom frock and the new swing-flare buttonfront. By the actual number bought, American women have chosen them as classics.

the good clothes you wear and prize for more than a single season. No effort has been spared to make them the best \$4.98 dresses you can buy. We cut them in a slick and crisp Rayon that washes like magic. We had them made with all the dressmaking touches dresses costing from \$5.98 to \$10.98 have. We built into them tailoring details to make mail order history . . . to prove that you save when you buy by mail at Sears.

**\$4.98**  
Each

We know of no other One Dress anywhere near our price with All these dressmaking details:



Ample zipper closure



Stiffened, backed belts



Unpadding-  
able  
shoulder  
pads



Shaped  
shoulder  
pads



3/8-inch  
pintuck  
side  
seams



Non-  
raveling  
button  
holes



Dresses  
carefully  
inspected



Hand  
washable  
or 40°

**Kerrybrooke button-front classic dress** in Rayon Crepe with simple lines that flow evenly from the shirt yoke shoulders to the well-defined waistline. Unpressed pleats give the skirt a swing flare. Its double rows of stitching . . . big shirt pockets and transparent buttons add a quality look.

Colors: Chamois Yellow, Powder Blue or Powder Rose. State size and color. Shipping weight, 1 pound 6 ounces.

\*31 NL 4216—Misses' Sizes: 12 to 20 \$4.98  
\*31 NL 4675—Women's Sizes: 34 to 44 \$4.98

**Kerrybrooke tucked-front shirtfrock** in Rayon Crepe with lovely pearl-like buttons on the bodice. We were particular, too, about the convertible collar and the extra self-bow to wear at a high neckline . . . the smart pearl-like button cuff links. The shoulder yoke in back releases soft gathered fulness. Stretchable belt slips in waist. Skirt is bus pleated in front.

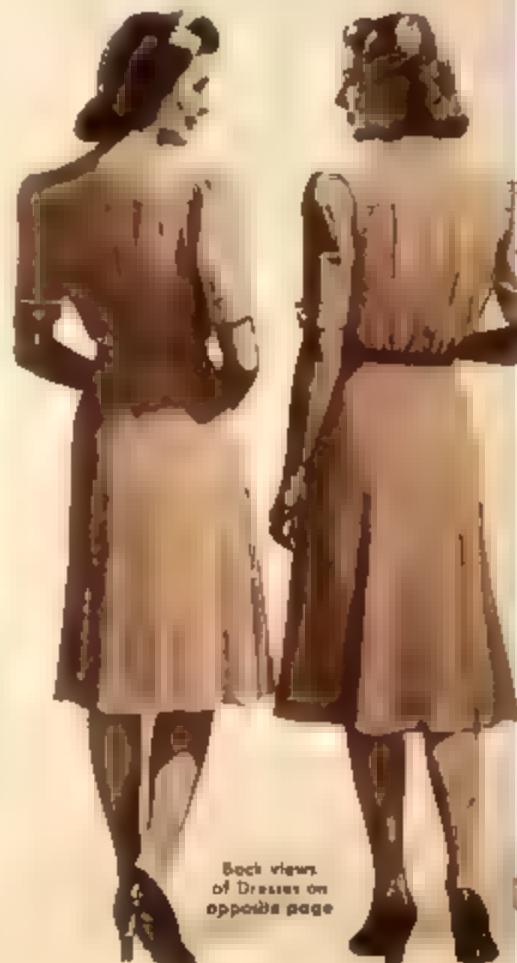
Colors: Powder Blue or Rose, or Aqua Green 705. Women's Sizes: 34, 36, 38, 40, 42, 44. State size, color. Shpg. wt., 1 lb. 6 oz. \*31 NL 4674. . . . \$4.98

It's easy to order from Sears . . . your orders usually arrive in a few days.

—Check your size . . . see size measurements page 908. It's easy to get correct fit by mail.  
—To see the color . . . write a number in one of the number windows on the back of book or back cover.  
—Available on Easy Terms, issue back cover.

—All garments marked **\*** on these two pages are shipped from Kansas City or New York, whichever is nearer you. Order and pay postage only from your nearest Sears Mail Order House.

Back views  
of Dresses on  
opposite page





## Long-coat ensembles... All-occasion costumes

**\$6.98**

### Navy or Black Sheer Coat over a smart print Slip

Fashionable Charmode Costume: pleated skirt-front coat in plain Rayon Sheer to wear over the matching color rayon slip with matching coat. The coat has set-in shoulders, no belt. The coat is hemmed at the waist and has a flared hem at the bottom. It is made of a soft, sheer fabric with a fine, delicate texture. The sleeves are three-quarter length. The fabric is dry cleanable. The complete ensemble is a wise fashion investment.

Color: Navy or Black. Siles size and color. Shipping weight 1 lb. 8 oz.

♦ 31 NL 4676—Women's Sizes 34 to 36 \$6.98

38, 40, 42 and 44 \$6.98

♦ 31 NL 4773—Stout Women's Sizes

30, 31, 33, 35, 37, 39, 41 and 53 \$6.98

**\$9.98** 12 Down on  
Cash Easy Terms

### Rayon Ensemble Coat with a youthful Dress

This Charmode ensemble has the superior finish and fine styling you'd expect to pay much more for! Its white edging on a coat with the skirt and the set-in shoulders make this a youthful ensemble. The coat is Charmode's famous Turban-style shoulder. The waist is made of the soft, sheer Rayon Sheer with a fine, delicate texture. The attachable white notched collar. Dry cleanable. Colors: Navy or Black. Siles size and color. Shipping weight 1 lb. 12 oz.

♦ 31 NL 4678—Women's Sizes 34 to 44

♦ 31 NL 4774—Stout Women's Sizes 31

33, 34, 35, 37, 39, 41 and 53

\$9.98. S. 4 month Cash \$9.98

**\$8.98**

### Striped Navy and White Dress with a Navy Coat

Charmode Rayon ensemble that features it will be a success at weddings! The Rayon coat is not worn with other dresses. The stripes in the coat front are repeated in the skirt of the dress. High neck buttons are ten feet on the dress to a matching belt to the Navy and White stripe. There is a capacious belt on the dress that fits easily with dresses. An ensemble of that price is hard to buy elsewhere. You may not save.

Color: Navy and White. Navy and White Stripe Dress. Misses' Sizes 17, 18, 19, 20. Siles size. Shipping weight 2 lbs.

♦ 31 NL 4218 \$8.98

**It's easy to order from Sears... your orders usually arrive in a few days**

Check your size... see measurements, page 908.

Color number: **31 NL 4676** to 44, 31 NL 4773

30, 31, 33, 35, 37, 39, 41 and 53.

For Easy Terms, see this ad back cover or details.

—Garments marked ♦ are new. We do not sell out-of-print items. Call or write New York office for more details. Order and ship postage paid. Send money order. Sears Mail Order Club.

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## Charmode dress-up frocks with quality fabric, finish

**\$7.98**

### Tucked bodice Charmode in Rayon Crepe Romaine

A solid panel of tucking gives a look of luxury to this soft cross-over bodice. You can catch the neckline back with dips as shown... and wear it high or low. Slim-waisted look comes from an interesting material yoke that fits low over the hips. Softly shirred fullness does swing to the skirt. Four decorative fabric loops glide the long tie-out sash. The beautiful quality Rayon fabric dry cleans... and takes the deep colors very well. Sizes 12 to 20. I will wait this dress for important occasions in spring and summer. Colors: Red 311, Navy or Black. Misses' Sizes: 12, 14, 16, 18, 20. State size and color. Shipping weight, 1 pound 6 ounces. #31 NL 4220 ..... \$7.98

**\$7.98**

### Young whirl-skirt Frock in fine Rayon Crepe Romaine

Youth and charm translated into whirling beats for the Charmode version of a smash success! Elongated bodice and the lowered waistline give the new longer look. Figure moulding drapery is released from shoulder shaping and caught into a solid shirred triangle at the waist. The neckline drapes high or low. Contrasting-color corsage points out the interesting new side sweep. Fabric dry cleans. This dress is a marvel in styling and finest quality dressmaking detail. It proves it pays to buy the best in fashion from Sears—you save money enough to buy all your accessories! Colors: Cadet Blue 575 or Black. Misses' Sizes: 12, 14, 16, 18, 20. State size and color. Shipping weight, 1 pound 6 ounces. #31 NL 4222 ..... \$7.98

**\$7.98**

### Spaghetti loop Dress in Rayon Crepe Romaine

Double rows of self fabric "spaghetti" loops sweeping down from the shoulders to the concealed pockets emphasize the long torso line of this charm mode date dress. The neckline is catched, as a perfect background for your glitter jewelry. The bracelet length, push-up sleeves, the waist defining front to belt, the cleverly flared skirt, all accent its youthful lines. The Rayon fabric dry cleans well. Colors: Red 311, Cadet Blue 575, Black. Misses' Sizes: 12, 14, 16, 18, 20. State size and color. Shipping weight, 1 pound 6 ounces. #31 NL 4224 ..... \$7.98



## Two-piece Suit Dresses

Our most important new Charmode Dresses  
Carefully tailored in Rayon Crepe Romaine  
Perfect for sizes 12 to 20 to wear right  
now under a coat...later alone as a suit

**\$798**  
Each

We believe many  
others will ask  
**\$8.98**

### ④ The flaring peplum Suit Dress

The news in spring silhouettes is the peplum. This 2 piece suit dress in a quality dry-cleanable Rayon Crepe Romaine is a copy of a higher-priced model and a style leader. Graceful, tipping peplum at a tapered waist. The classic plunging neckline with detachable white collar is stopped by a novelty button belt, with two on the waistband, forms an interesting triangle. Flaring gored skirt is made on a waistband. The two pieces weigh no more than a dress size, so look at it and break them a waist. The materials are fine. The workmanship combined with fine fabric and the season's smartest styling make this Suit Dress a season buy. **Black or Navy.** **Misses' Sizes 12, 14, 16, 18, 20.** State size and color.

♦31 NL 4228—Shpg. wt., 1 lb. 8 oz. .... \$7.98

### ⑤ The tie-belt Suit Dress

For dress-up occasions, a soft dressmaker Suit Dress in quality Rayon Crepe Romaine that dry-cleans beautifully. The jacket-type top is softly bloused with set-in tie belt. Self-fabric covered buttons and large patch pockets are style points of note. Detachable pastel Rayon Bengaline collar and cuffs have self edging of fine pleating. The skirt is separate, on its own snug waistband. Expensive dressmaker detailing—the care in workmanship found in this Suit Dress are typical of Sears fashions. Every one is styled to the minute...wearable for years! Every one is priced to appeal to dollar-wise women...to prove you save when you buy fashions by Mail.

Colors: Black or Navy. **Misses' Sizes 12, 14, 16, 18, and 20.** State size and color.

♦31 NL 4226—Shpg. wt., 1 lb. 8 oz. .... \$7.98

For Hats...Bags...Gloves and Shoes  
see the Index in back of the book



## Newest dark or printed Charmode Sheers

Quality Rayon Sheers beautifully cut and finished for Sizes 12 to 20  
Styled to the minute . . . so good you can wear them for years

### All season Jacket Dress

**\$7.98**

A Charmode favorite in quality Rayon Crepe Romantique. This jacket dress reigns to career in the spring and goes right through summer. The smart young jacket with a white detachable collar and pearl buttons uses self-fabric ruching to form the pockets. Its basic dress may be importantly worn as a separate dress. Unpressed weeds add grace to the skirt front. Dry cleans. Colors: Navy or Black. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shipping weight, 2 lbs. ♦ 31 NL 4230 . . . . . \$7.98

### Sheer Dress and Slip

**\$4.98**

Famous cascade trill achieves the softest flattery on this dressy Triple Sheer Rayon frock. Frill ripples out from shoulder seams and forms a graceful V neckline you can wear low or demurely high. Fashion's slim midriff is further emphasized by the pointed hip yoke and low-placed skirt fulness. Complete with matching satin-finish cotton slip. Dry cleans. Colors: Black or Navy. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shipping weight, 1 pound 6 ounces. ♦ 31 NL 4232 . . . . . \$4.98

### Bemberg Rayon Frock

**\$3.98**

Every clever trick of figure-flattery went into this charming Bemberg Rayon print dress. The dainty flared and lace-edged white organdy collar forms a becoming V neckline. Bodice top is long and slenderizing with two points that extend well down toward your hips before they release soft unpressed pleats. Washable in Lux Colors: White Prints on Navy, Powder Blue, Rose grounds. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shipping weight, 1 lb. 4 oz. ♦ 31 NL 4234 . . . . . \$3.98

### Bemberg Rayon Dress

**\$4.98**

The fragile, summery-looking white print-on-color sheer dress is perfect for dressy wear. Fashion features are four pockets, formed by shirred self-ruching, and self-covered buttons from neck to waist. Beautiful detailing adds to the smart tailored air. There is a detachable white collar and pleated skirt front. Dry clean. Colors: Navy, Sunset Rose or Powder Blue grounds. Misses' Sizes: 12, 14, 16, 18, 20. State size and color. Shipping weight, 1 pound 6 ounces. ♦ 31 NL 4236 . . . . . \$4.98

It's easy to order from Sears . . . buy by mail and save.

Check Your Size . . . see size measurements, page 998.  
It's easy to get correct fit from Sears-Roebuck.  
For explanation of washing terms, see page 1001.

Garments marked ♦ are shipped from Kansas City or New York, whichever is nearer. Order and pay postage from your nearest Sears Mail Order House.



Only **4<sup>98</sup>**  
each for the most outstanding Fashions

Save on important Charmode dress-up frocks...buy by mail from Sears

#### Tucked Shirrfrock

A good dress always styled on our best cuts! 100% RAYON Charmeuse, soft & supple. Panels are at the shoulder, yoke and neck to a lowered bustline. The easy-to-wear blouse has a belt at the waist. Buttons have a line high or wear it low. Comes in 12 sizes. 20 State size, color, shipping weight 1 lb. 6 oz.



#### Lace border Apron

Perfumed dress in soft, light-colored rayon. The lace border gives an especially lace-like effect. The lace is made of fine, soft rayon. The lace border is 3 1/2" wide. The blouse has a belt at the waist. Buttons have a line high or wear it low. Comes in 12 sizes. 20 State size, color, shipping weight 1 lb. 6 oz.



#### Applique flower Frock

A beautiful V-neck basic or V-neck blouse with a gathered waist. The figure-hugging blouse is made of 100% RAYON CHARM. The blouse has a belt at the waist and buttons have a line high or wear it low. The blouse is high-priced workmanship and fine quality 100% Rayon Crepe. You'll like this dress-up frock.



#### Pleat-tucked Dress

You like it so much we save! We have a new version. 100% RAYON CHARM. The blouse is made of 100% RAYON CHARM. The blouse has a belt at the waist. Buttons have a line high or wear it low. Comes in 12 sizes. 20 State size, color, shipping weight 1 lb. 6 oz.

Colors: Black & Navy or M. Grey  
Misses' Sizes: 12 14 16 18  
20. State size, color. Shipping weight 1 lb. 2 oz.

♦ 31 NL 4238 ... \$4.98

It's easy to order from Sears...buy fashions by mail at Sears and save!

Check your size . . . See size chart on page 4 of this catalog  
Color numbers  
Color numbers  
Color numbers

Garments marked \$ in catalog  
New York, Wash., D. C., and  
One and one-half times the \$ in catalog



Hit Frocks of the new season at a  
"more for your money" low price.  
Becoming styles for sizes 12 to 20

**\$449**  
each

We believe money others will out **\$5.59**

**④ Dotted Rayon**

1. Jersey of White  
white dots on Navy or  
Medium Green Rayon  
2. Basic ones and a  
mermaid cut swirl  
all-around pleated  
belt emphasize waist.  
Crushed girdle  
meets and loops at  
center front. A must  
to find at just  
\$4.49. Dry cleanable.  
Colors: White Dot  
in Navy or Medium  
Green. Misses' Sizes:  
12, 14, 16, 18, 20.  
State size, color  
Shipping weight 1  
lb. 6 oz.  
#3INL4248-\$4.49

**④ Suit Dress**

Looks like a suit  
and really is a 2-pr  
item. This style  
is a proven success  
in lined-like Rayon  
Detachable white  
cotton dickey, big  
patch pockets, and  
gored skirt add  
to its youthful  
appeal. Tailored to  
perfection. Dry  
cleanable.  
Colors: Medium  
Brown, #24, Laurel  
Green, #27. Misses'  
Sizes: 12, 14, 16, 18,  
20. State size, color  
Shipping wt., 1 lb. 6 oz.  
#3INL4250-\$4.49

**④ Cascade frill**

The dress women  
are talking about  
soft frill cascades  
debonairly from  
shoulder seams.  
Full skirt is set on  
pointed waist yoke.  
Rayon Crepe is  
printed with a  
dear original  
scord and bloom  
print. Hand washable  
in Lux.  
Colors: White Print  
or Red or Bright Blue.  
Misses' Sizes:  
12, 14, 16, 18, 20.  
State size, color  
Shipping wt., 1 lb. 4 oz.  
#3INL4252-\$4.49

**④ Buttonfront**

An easy to set in  
to buttonfront dress  
with something extra  
added. The smart all  
around pleated skirt  
the crisp Pique  
over-collar that  
decorates are the  
features of this best  
seller. Done in a  
smooth Rayon that  
tailors beautifully.  
Dry cleanable.  
Colors: Copen Blue  
607 or Dusty Rose  
209. Misses' Sizes:  
12, 14, 16, 18, 20.  
State size, color  
Shipping wt., 1 lb. 6 oz.  
#3INL4254-\$4.49

**④ With 2 collars**

V neck best seller  
with a Pique collar  
for everyday wear  
and the frilliest  
Organdy collar for  
party gung. In a  
line dry cleanable  
Rayon Romaune fabric,  
this dress will  
soon become your  
favorite. Note graceful  
unpressed skirt  
pleats and easy drapes  
through bodice.  
Colors: Navy or  
Black. Misses' Sizes:  
12, 14, 16, 18, 20.  
State size, color  
Shipping wt., 1 lb. 6 oz.  
#3INL4256-\$4.49





\$3.98  
each

We believe many  
others will up

\$4.89

## Sears Success Dresses

Proven best sellers women everywhere will want  
Yours to buy by mail from Sears-Roebuck... and save

### V-neck Frock in Printed Rayon

Size	Length	Color	Style
14	34	W	14
16	34	W	16
18	34	W	18
20	34	W	20
22	34	W	22
24	34	W	24
26	34	W	26
28	34	W	28
30	34	W	30
32	34	W	32
34	34	W	34
36	34	W	36
38	34	W	38
40	34	W	40
42	34	W	42
44	34	W	44
46	34	W	46
48	34	W	48
50	34	W	50
52	34	W	52
54	34	W	54
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564	34	W	564
566	34	W	566
568	34	W	568
570	34	W	570
572	34	W	572
574	34	W	574
576	34		



## Rayon Shantung

Fabric that tailors to perfection  
Beautifully styled for sizes 12 to 20

**\$398**  
Each

We believe many  
others will ask  
**\$4.89**



## Non-Crush Rayon

Looks like Linen and is Crown-Tested  
for washability. For sizes 12 to 20

### A two-piece Suit Dress

Looks like a suit... weighs no more than a dress... and goes everywhere. The tailored jacket has short sleeves, patch pockets. Skirt has front box pleats. In the smart dark colors you like. This suit of firm weave Shantung will give you more than one season's wear. Detachable white collar, contrasting buttons. Dry clean.

Colors: Dark Brown or Dark Green  
Misses' Sizes: 12, 14, 16, 18, 20  
Stone size, color. Shipping weight 1 pound 6 ounces.

♦ 31 NL 4264 . . . \$3.98

### Our perfect Buttonfront

Everybody's Dress" to good quality Shantung, washable, wearable, fashionably! You'll like the good looking Palm Tree print and the very young for this dress has. Unpressed pleats achieve a swing flare for the skirt. Smartly angled pockets, button down. The detachable collar and buttons are white. Self fabric tie belt.

Colors: Medium Green with White or Luggage Brown with White. Misses' Sizes: 12, 14, 16, 18, 20. Stone size, color. Shipping weight 1 lb. 6 oz. ♦ 31 NL 4266 . . . \$3.98

### 4-point midriff Frock

One of the season's youngest and most wearable dresses. Expertly designed with notched collar that rolls to a casual deep V-line. The figure-revealing midriff releases stirring bodies above... and young swishing skirt fullness below. Self belt ties in the center front. The linen-like Rayon fabric takes color beautifully.

Colors: Aqua, Blue 655 or Deep Rose 36. Misses' Sizes: 12, 14, 16, 18, 20. Stone size, color. Shipping wt. 1 lb. 4 oz. ♦ 31 NL 4270 . . . \$3.98

### Sunflower print Dress

The vogue for large patterned prints in the new casual classic with nice plunging neckline. Skirt fullness introduced below youthfully cut deep hip yoke. The bright belt is contrasting in color. Non-crushable, washable linen-like Rayon fabric has an expensive look. Styled to the minute, this frock is wearable for years.

Colors: Wine, Red and White or Navy-and-White. Misses' Sizes: 12, 14, 16, 18, 20. Stone size and color. Shipping weight, 1 pound 6 ounces. ♦ 31 NL 4268 . . . \$3.98

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Color numbers refer to Color-Graph in the first green  
index page in back of book.

For explanation of washing terms see Page 100

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**Fashion-right...wearable  
Rayons at one popular  
price. For sizes 12 to 20**

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**① Checked for success**

Two-piece suit dress in crisp Rayon Sharkskin goes everywhere. Trimly fitted, it has a long-line jacket with a detachable white collar, a set-in belt. Flap pocket trim. Composition button trim. Gored skirt. Two-tone check. Wash in Lux. Colors: Black-and-White or Red-and-White. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. \$2.98 • 31 NL 4280—Shpg. wt., 1 lb. 6 oz

**② Whirling Skirt casual**

One of the season's most important versions of the free and easy to wear casual classic. The deep notched collar is cut on new lines. A whirling flared skirt has slash pockets. Bright Green buttons repeat tone of belt. Rayon Sharkskin, hand-washable in Lux. Color: White only. Misses' Sizes: 12, 14, 16, 18, 20. Shpg. wt., 1 lb. 6 oz • 31 NL 4272—State size \$2.98

**③ Young Basic Dress**

Styled with such smart simplicity you can wear it for many different occasions. A white flower accents the surplice neck. Slenderizing mid-riff voile, with tie-back belt, releases deep skirt front pleats. In Rayon with a linen-like finish. Dry clean. Colors: Black or Copen Blue 607. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shpg. wt., 1 lb. 2 oz • 31 NL 4282 ... \$2.98

**④ Style-wise stripes**

The popular shirtwaist dress in a stripe to flatter your figure. It has a waist whittling wide mid-riff, detachable Pique collar, Bishop sleeves. Unpressed pleats flare the skirt. The Rayon washes in Lux. Colors: White Stripe on Black, Teal Blue or Dusty Rose. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shpg. wt., 1 lb. 2 oz • 31 NL 4274 ... \$2.98

**⑤ Two-color button-front**

There's figure-magic in the slenderizing lines of this two-tone success dress. The clever white panel broadens your shoulders, subtracts from your hips. Well-tailored in linen-like Rayon in a choice of two smart color contrasts. Dry clean. Colors: White with Navy or Emerald Green. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. ... \$2.98 • 31 NL 4278—Shpg. wt., 1 lb. 4 oz

**⑥ New shoulder interest**

The new dropped-shoulder line is suggested in a white band inset running across the bodice front and sleeves of this ring-dot Rayon print. White detachable collar accents the becoming V neckline. Harmonizing leather-like trim on belt. Hand-washable in Lux. Colors: Copen-and-White or Rose-and-White. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. .... \$2.98 • 31 NL 4276—Shpg. wt., 1 lb. 4 oz

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To see the color  
For explanation of washing terms, see page 1001

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**Smart new Rayon Dresses  
budget priced and nicely  
finished for Sizes 34 to 44**

**\$298**  
Each

We believe many  
others will ask **\$3.49**

For Easy Terms see complete details on inside back cover

**④ For dressy occasions**

The softly draped shoulder yoke of this floral print Rayon dress lends elegance to its simple, basic lines. A flattering neckline edged in white has a novelty pin for accent. There is a self-fabric belt that buckles in front. Short sleeves. Trimly fitted through the waist, it flares out in a gored skirt.

Colors: White Print on Aqua or Rose. Women's Sizes: 34, 36, 38, 40, 42, 44. State size and color. Shipping weight, 1 pound 6 ounces. #31 NL 4682 ..... \$2.98

**④ Slender pin stripes**

Jewel-like stud buttons accent the trim bodice of this tailored shirt-waist dress. It has the neat convertible collar, flap pocket and gored skirt you expect in a well-made classic. A slenderizing Rayon dress that's trim and flattering to your figure . . . that proves you save when you buy by mail.

Colors: White Stripe on Navy or Teal. Women's Sizes: 34, 36, 38, 40, 42, 44. State size and color. Shipping weight, 1 pound 4 ounces. #31 NL 4684 ..... \$2.98

**④ Rayon Crepe or Sheer**

The Basic Dress is a real value in this beautifully designed print in French-type Crepe or Bemberg Rayon. Simple, slimming lines include a V-neck, front shirring to accent the slender waistline, and a graceful, gored skirt. Novelty pin. Hand washable in Lux.

Colors: Novelty Print on Navy or Rose. Women's Sizes: 34, 36, 38, 40, 42, 44. State size and color. Shipping weight, 1 pound 4 ounces. #31 NL 4690—Rayon Crepe \$2.98 #31 NL 4691—Bemberg ..... \$2.98

**④ Rayon Sharkskin**

New tricks of design make the classic button-front favorite more flattering than ever. Slanted novelty pockets add interest to the bodice lines; and shirring just above the belt adds soft fullness to slenderize your waistline. Front pleated skirt for young swing. Hand washable in Lux.

Woman's Sizes: 34, 36, 38, 40, 42, 44. State size. Shipping weight, 1 pound 4 ounces.

#31 NL 4688—Black-and-White Check  
#31 NL 4689—Plain White ..... \$2.98

**④ Slimming stripes**

The clever use of its novel border stripe pattern gives this classic dress an expensive look. The long line, buttoning from neck to hem, makes you look taller and more slender. Beautifully tailored with shoulder yoke, skirt pleats, open neckline. Dry cleanable.

Colors: White Stripe on Luggage Brown or Copen Blue. Woman's Sizes: 34, 36, 38, 40, 42, 44. State size, color. Shipping weight, 1 pound 4 ounces. #31 NL 4686 ..... \$2.98

**④ All-season success**

Your favorite classic polka dots sparkle on one of our most popular dresses. A white cotton pique collar accents the double-breasted effect bodice. It has shirred shoulders, and soft unpressed pleats across the skirt front. Fine quality Rayon, styled to the minute; wearable for all occasions.

Colors: White dots on Navy or Dusty Rose. Woman's Sizes: 34, 36, 38, 40, 42, 44. State size and color. Ship. wt., 1 lb. 8 oz. #31 NL 4680 ..... \$2.98



F



## Jackets make Costumes of these Charmode Frocks

**\$6.98**

### A novelty stripe Suit in Rayon Shantung

You would expect to pay dollars more for this smart Charmode V-neck frock with its own matching jacket. Stitched down pleats in dress skirt form panels that contrast with crosswise bands on bodice of dress and on jacket. The jacket fits smoothly through the waist and hips and has a trim line of buttons down the front. Shoulder flower in white sets off the printed stripe. There is a graceful look to the softly pleated skirt and a two-inch hem. The fabric is dry-cleanable. Workmanship and finish are superior. The addition of a jacket makes this dress an outfit to wear from early spring through the entire summer! For Hat and Gloves shown, see Index in back of book.

Colors: Brown with White or Navy with White.  
Women's Sizes: 34, 36, 38, 40, 42, 44.  
State size and color. Shipping weight, 1 pound 12 ounces.

♦ 31 NL 4692.....\$6.98

**\$6.98**

### Rayon Crepe Romaine Dress with design tucked jacket

A perfect Charmode woman's dress for important spring occasions. The slimming dress has a fresh white detachable collar. Soft shoulder darts release fullness through the bust which tapers to an easy-fitting waistline. Pleats are centered in the skirt front. The fashion-right jacket has beautiful tucking in a petal design. It is hip length . . . and closes with two buttons placed low to show the dress front. From the expensive looking spray pin on the jacket shoulder, to the two-inch hem in the dress . . . this ensemble is a masterpiece of fine tailoring and superb styling. The beautiful smooth-texture Rayon fabric dry cleans very well. For Hat shown, see Millinery pages.

Colors: Navy or Black.  
Women's Sizes: 34, 36, 38, 40, 42, 44.  
State size, color. Shipping weight, 1 pound 12 ounces.

♦ 31 NL 4694.....\$6.98

**\$6.98**

### Popular "snow dots" on soft Rayon Crepe

Casual roll-back collar on this Charmode dress with its own matching jacket in the new longer length. The dress has classically simple lines and an all-around pleated skirt. Jacket is collarless and a trim set-in belt moulds the waistline. There are three smart white buttons across the jacket front. Jacket can be worn over other spring and summer frocks. The quality fabric is hand washable in Lux. Fine dressmaker detailing make this an excellent buy for \$6.98. Yours . . . to prove it pays to buy fashions by mail from Sears. For Hat and white Gloves shown, see Index.

Colors: White Dots on Cadet Blue, Navy or Black.  
Women's Sizes: 34, 36, 38, 40, 42, 44. State size, color. Shipping weight, 1 lb. 10 oz.

♦ 31 NL 4695.....\$6.98



## Youthful Spring Dresses with a luxury look

**\$6.98**

### Cascade frill on a woman's quality Rayon Crepe Frock

Soft Rayon Lace, dyed to match the fabric, edges the full frill around the V-neckline of this Charmode dress-up frock. It is repeated in the edging on the short sleeves. A pale pastel flower contrasts with the dark color of the dress. Full, zipping skirt and evenly distributed gores add to the slimming effect. Pinned side seams, and a generous two-inch hem for easy adjustment are finish features of this frock! Dry cleans very well. This is a dress you'd expect to pay much more for. Its style, detail, fabric and workmanship show how you save when you buy by Mail.

Colors: Black or Navy. Women's Sizes: 34, 36, 38, 40, 42, 44. State size and color. Shipping weight, 1 pound 6 ounces.

♦31 NL 4696 ..... \$6.98

**\$7.98**

### Flower printed or plain color Rayon Jersey Frock

A beautiful wrinkle-resistant fabric is used for this simple Charmode V-neckline dress. Full draped surplice bodice and 7-gore skirt show up the fine draping quality of the hand washable Rayon Jersey. The careful cut and excellent workmanship that includes pinned side seams and fine finishing details are extra value features you'd expect to find only in dresses costing much more! Pointed midriff line is slimming, skirt has a youthful flare. Self-fabric belt has covered buckle.

Women's Sizes: 34, 36, 38, 40, 42, 44. State size and color. Shipping weight, each, 1 pound 6 ounces.

♦31 NL 4698—White with Bright Floral Print. \$7.98

♦31 NL 4699—Solid Black or White. \$7.98

**\$8.98**

### Dressmaker tucks add beauty to a quality Rayon Dress

Chevron tucking on the bodice of this Charmode frock slims and becomes you. The tucks are repeated in the long panel down the skirt front. A pair of lovely gilt-finished clips at the neckline... and the studded clasp on the self-fabric belt highlight the smart simplicity of the frock. The side seams are pinned; the hem is generous for easy adjustment. Carefully styled... cut in our finest quality Rayon Crepe... Beautifully finished, it is a dress others would ask much more for. Dry cleans well. It pays to buy fashions by Mail. Colors: Black, Navy or Dusty Rose 209. Women's Sizes: 34, 36, 38, 40, 42, 44. State size, color. Shpg. wt., 1 lb. 6 oz. ♦31 NL 4700 ..... \$8.98

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For the stunning Hats, Gloves and Bags shown on this page... turn to Index in back of book.





### New printed Ensemble

**\$5.98**  
2 pc.

Favorite twin print outfit for women and stout women. Slimming sheer Rayon coat comes with a printed-to-match Rayon slip. The slip is generously cut for freedom. Coat has panelled tucks from shoulder to hem and pleats in the skirt front. Lily of the Valley spray for accent.

Colors: Monotone print on Navy, Rose, or Black. State size, color. Shipping weight, each, 1 lb. 6 oz.

♦ 31 NL 4702—Women's Sizes: 34, 36, 38, 40, 42, 44. 55.98

♦ 31 NL 4779—Stout Women's Sizes: 39, 41, 43, 45, 47, 49, 51, 53. 55.98

### Cascade collar Dress

**\$5.98**

Rayon Sheer for a V-neck dress that women like to wear now and through the summer. The fabric ripples beautifully in the flattening new Cascade frill; skirt is many goaded and graceful. It comes with its own matching slip in plain color Rayon Taffeta. Dry cleanable. There is a smart white sash for accent . . . a self-fabric belt . . . 3/4 length sleeves. A fashionable proof that you save when you buy by mail.

Colors: Navy or Medium Green, both with colorful floral print. Women's Sizes: 34, 36, 38, 40, 42, 44. State size, color.

♦ 31NL4704—shpg. wt., 1 lb. 4 oz. 55.98

## Charmode Sheer Dresses

Smart Ensembles and separate Dresses in flattening flower and scroll print Rayons

### Sheer Jacket Dress

**\$5.98**  
2 pc.

A woman's favorite style in washable Bemberg Rayon Sheer, flower-printed. The dress is trimly fitted with soft fullness through bodice, and a slim front-pleated skirt. There is a self-fabric belt. Easy fitting jacket is cinched around the neck and down the front with tiny rolled self-fabric loops . . . the same as are on the dress neckline. Jacket has short sleeves and two small handkerchief pockets below the smart shoulder tucks. The workmanship and finish of this frock are superior throughout.

Colors: Luggage Brown, Navy or Black, each with White Print. Women's Sizes: 34, 36, 38, 40, 42, 44. State size and color. Shipping weight, 1 pound 4 ounces.

♦ 31 NL 4706 . . . . . 55.98

### Choice of two fabrics

**\$3.98**  
Each

Bemberg Rayon Sheer or Rayon Crepe Dress for women, made new and exciting by bright folds of color at the V-neck that end in a gay cluster of self-fabric loops. Slim lines are achieved with tucks above the waist and stitched down pleats in the front skirt. Shirred shoulders insure good fit and soft flattery through the bodice. Shirring on the below-elbow sleeves keep them at a graceful length. Self-fabric belt. Dry cleans.

Colors: Medium Green, Copen Blue, each with White Print. Women's Sizes: 34, 36, 38, 40, 42, 44. State size and color. Shipping weight, 1 pound 4 ounces.

♦ 31NL4708—Rayon Sheer, \$3.98

♦ 31NL4709—Rayon Crepe, \$3.98

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The attractive hats . . . white gloves . . . and bags which are illustrated on this page can be found through the Index. For slips to wear with Sheers, see index pages, back of book.